

The CMA Foundation champions improved individual and community health through a partnership of leaders in medicine, related health professions, and the community.



Partnering with Schools and Physicians to Fight Childhood Obesity

The California Medical Association (CMA) Foundation's Obesity Prevention Project is working to reduce the prevalence of overweight and obesity in children and their families and continues to carry out its purpose by working with Regional Physician Advocates. This group of trained physicians is given the opportunity to network with other trained Physician Advocates in their area. Our goal is to facilitate partnerships between schools and physicians for on-going collaborations in support of Safe Routes to Schools programs.

Safe Routes to School (SRTS) programs are sustained efforts by parents, schools, community leaders and local, state, and federal governments to improve the health and well-being of children by enabling and encouraging them to walk, bicycle and scoot to school. SRTS programs examine conditions around schools and conduct projects and activities that work to improve safety and accessibility, and reduce traffic and air pollution in the vicinity

of schools. The program also addresses the safety concerns of parents by encouraging greater enforcement of traffic laws, educating the public, and exploring ways to create safer routes to school. By making walking, bicycling and scooting to school a safer and more appealing transportation choice, the program thus encourages a healthy and active lifestyle from an early age.

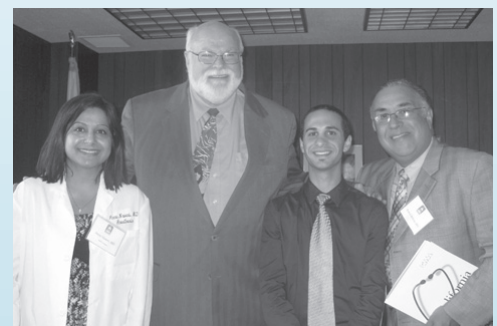
The CMA Foundation's Obesity Prevention Project will be launching a new online resource for Safe Routes to School. The new SRTS website will encompass resources for healthcare professionals and any volunteers who want to become involved in the SRTS efforts.

For more information on Safe Routes to School, contact Elissa Maas, MPH, CMA Foundation's Vice President of Programs, at (916) 779-6624 or emaas@thecmafoundation.org. Other helpful resources can also be found by visiting www.saferoutesinfo.org or www.saferoutespartnership.org.

Fourth Annual EMOS/NEPO Ethnic Physicians Legislative Day

The Fourth Annual EMOS/NEPO Legislative Day on June 23rd was a great success! Participants included ethnic physicians and medical students from throughout California. The day started off with advocacy training with CALPAC and CMA's Government Relations team, followed by current updates and discussions on the State Budget and health related bills.

The afternoon was filled with legislative office visits, and many of the physicians and medical students that participated agreed that it was a great experience. "I have a busy practice in San Jose and it is hard to get away most days, but I think it's important to meet our legislators at the State Capitol and voice our concerns and opinions," shared Annu Navani, MD. On Legislative Day, I met seven Assembly Members and Senators and had heart to heart discussions with them on various pertinent health care issues. We were very well received and heard with great patience and compassion. Overall, it was a very successful and fun day."



L to R: Dr. Annu Navani, ASM Jim Beall, ASM Staff, Dr. Bob Beltran

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Reserve Your Tickets or Confirm Your Sponsorship Today!

CMA Foundation's 2010 President's Reception and Awards Dinner



Enjoying the festivities in 2009 from L-R: Katherine Flores,
MD, Mrs. Theresa Staggers, Anmol S. Mahal, MD,
Frank Staggers, MD.

The CMA Foundation's 14th Annual President's Reception and Awards Dinner will be held on Sunday, October 3, 2010 at the Hyatt Regency Hotel in Sacramento, CA. Proceeds will support the work of the CMA Foundation in linking physicians and their communities to raise awareness about important public health issues. Visit the "Events" section of the CMA Foundation's website, www.thecmafoundation.org for more information.

Honored at the dinner will be incoming CMA President James G. Hinsdale, MD and the recipients of the CMA Foundation Leadership Awards. Tickets are now on sale. Contact Maria Moran at (916) 779- 6640 or e-mail mmoran@thecmafoundation.org to make a reservation.

If you are unable to attend, then please consider event sponsorship or advertising opportunities in the dinner program. The Foundation is a nonprofit charitable organization, and all ads are tax deductible. For information on event sponsorship and advertising opportunities, please contact Nela Lee at (916) 779-6639 or e-mail nlee@thecmafoundation.org.

Giving Can Be Rewarding

by Diana E. Ramos, MD, MPH



Like many who go into medicine, I wanted to make a difference in people's lives and help them feel better and get well. My mother was my biggest inspiration and cheerleader. As a child, when I expressed interest in pursuing a career in medicine, my mother never stopped encouraging and supporting me emotionally.

I first learned about the CMA Foundation when I was asked to make a presentation about cervical cancer and disparities during the Network of Ethnic Physician Organizations (NEPO) Conference. As an ob/gyn, I think that the Foundation's cervical cancer initiative is fantastic. I also think the obesity prevention resources are very timely and extremely useful. I often make colleagues aware of the wealth of resources that are made available by the Foundation.

What inspires me to support the work of the CMA Foundation? I really think the Foundation has its finger on the pulse of medical and public health issues that our important in our society. I also like the fact that they support medical student initiatives to make a difference in medicine. The students are our future, and it's important we continue investing in them.

I encourage my colleagues to give to the CMA Foundation, both financially and by volunteering your time. The Foundation is an outstanding organization to invest in. I guarantee the satisfaction you will get from giving to the CMA Foundation will be very rewarding. Also, remember that you can spread your donation throughout the year so you don't have to give in one lump sum. Know that your money and time are well invested.

AWARE Project: COPD Initiative

Chronic obstructive pulmonary disease (COPD) is a progressive lung disease associated with increasing breathing difficulties. COPD is the fourth leading cause of death among adults in the USA, after heart disease, cancer, and stroke. Only about half of the 24 million Americans with COPD have been diagnosed.

The first phase of AWARE's COPD Initiative involved the posting of educational flyers and brochures (produced by Boehringer Ingelheim) for consumers and clinicians on the AWARE website. These patient education materials can be viewed at <http://www.aware.md/PatientsAndConsumers/EdMaterials.aspx>. Clinician education materials can be viewed at <http://www.aware.md/HealthCareProfessionals/ClinicalResources>.



Boehringer Ingelheim has since provided funding to the AWARE Project to research, design, produce, and distribute a health education flyer about evidence-based COPD guidelines. Now under development, this flyer will feature the guideline for COPD diagnosis, prevention, management assembled by the Global Initiative for chronic Obstructive Lung Disease (GOLD). A flyer will soon be posted on www.aware.md. For more information, please contact Sandra S. Navarro, PhD, MPH, AWARE Project Director, at snavarro@thecmafoundation.org.



Save the Date!

Ethnic Physician Leadership Summit
September 25, 2010
Hilton LAX Hotel, Los Angeles, CA

Presented by the California Medical Association (CMA) Foundation and the Network of Ethnic Physician Organizations (NEPO). For more information, please visit www.ethnicphysicians.org or contact Anna Gutiérrez, NEPO Project Assistant at agutierrez@thecmafoundation.org or (916) 779 - 6627.

2010 President's Reception and
Awards Dinner
Sunday, October 3, 2010

Hyatt Regency, Sacramento, CA. Visit the "Events" section of www.thecmafoundation.org for more information.

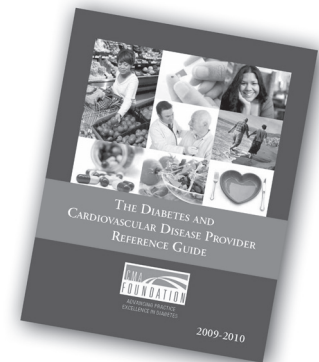
2010 HPV/ Vaccine Summit
Thursday, November 4, 2010

Sierra 2 Center for the Arts and Community, Sacramento, CA. Contact Leslie Barron-Smith, Cervical Cancer/HPV Project Assistant at lbarron@thecmafoundation.org or (916) 779-6630.

Working Together to Improve Diabetes Care

The CMA Foundation's Diabetes Quality Improvement Project extends a heartfelt "thank you" to the clinicians, pharmacists, educators, and health plan leaders who dedicated their time and expertise in the development and release of the **Diabetes and Cardiovascular Disease Provider Reference Guide 2009-2010**. This comprehensive Guide includes guidelines related to diabetes and cardiovascular disease diagnosis and management, as well as resources on enhancing clinician-patient communication and self management resources. Clinicians who are interested in helping improve future versions of the Guide can do so by completing a short survey available in the Diabetes Quality Improvement Project section of www.thecmafoundation.org. We also wish to thank Dai-ichi Sankyo, Lilly USA, Sanofi Aventis, and Takeda for their support in making this Guide available to clinicians nationwide.

In an effort to improve clinician and patient understanding of diabetic peripheral neuropathy, or DPN, project staff are close to finalizing an English/Spanish handout on this topic. DPN affects the nerves in the hands and feet, causing weakness, tingling and pain. According to the National



Institute of Neurological Disorders and Stroke, 50% of patients with diabetes have mild to severe forms of peripheral nerve damage. DPN is the leading cause of foot ulcers – a major cause of foot amputation. The chronic pain associated with DPN can also affect overall quality of life. We thank the Neuropathy Center at UCSF Medical Center and the Neuropathy Action Foundation for their guidance and clinical input on the handout. Funding for the handout was made possible by Pfizer, Inc.

To learn more about the CMA Foundation's Diabetes Quality Improvement Project, please contact Senely Navarrete, MPH, Director, at snavarrete@thecmafoundation.org.

Public Health and Smart Growth: Connecting the Dots

By: Michelle Garcia, Fresno-Madera Medical Society Air Quality Director

Have you heard? SB375 is a landmark legislation that aligns regional landuse, transportation, housing and greenhouse gas reduction planning efforts. It requires the Air Resource Board to set greenhouse gas emission reduction targets for passenger vehicles and light trucks for 2020 and 2035. California's 18 regional planning agencies are responsible for preparing Sustainable Community Strategies and, if needed, Alternative Planning Strategies, that will include plans for meeting established targets. Ambitious targets are believed to be the key to California's fight against air pollution and chronic disease.



SB375 is designed to champion smart growth with the planning of sustainable mixed use communities around mass transit. Walking and cycling will reduce greenhouse gases and provide opportunities for:

- More access to healthy food and medical services
- Reducing exposure to pollution
- Reducing obesity, diabetes, depression, and other chronic diseases

A new report published by Vision

California, shows economic and environmental benefits of reduced sprawl. Building healthier communities - with closer access to transportation options, jobs, shopping, schools and parks - could save money, cut pollution, and reduce our dependence on oil. Highlights include:

- **Vehicle miles traveled reduction** equivalent to taking ALL cars off the roads for 12 years
- **Fuel** savings equivalent to two years of oil imports to the U.S.
- **Water** savings would fill Hetch

Hetchy Reservoir more than 50 times over

- **Energy** savings would power ALL homes in CA for eight years.

For a copy of the report, go to www.visioncalifornia.org

Your help is needed!

Join teams of physicians in the Health Network for Clean Air and help advocate for ambitious targets. For more information, contact Michelle Garcia at 559-824-5567 or airquality@fmms.org or Jenny Bard at jbard@alac.org or 707-527-5864 ext. 5.

Corporate Advisory Spotlight:

By Randy Frankel, VP, External Affairs, IMS Health



IMS Health has been a member of the CMA Foundation Corporate Advisory Board since 2007. IMS Health is a global leader in collecting and harmonizing health information from more than 100 countries for the purpose of understanding health dynamics and trends. In the U.S., user-stakeholders include industry, Government, Payers, Managed Care and not-for-profit communities of health researchers, medical groups and organizations, consumer groups and others.

IMS has undertaken a multi-year program to offer and apply the power of its commercial databases to inform decisions about healthcare by stakeholders involved in the transformation of our healthcare system.

In particular, IMS is proud of its Health Services Research Network (HSRN) which supports important academic research in the U.S. It is guided by a steering committee of academics from around the country, including California. More than 200 individuals have accessed data for research in the past several years. IMS data has contributed to more than 70 research publications in peer reviewed journals.

In efforts to support individual states, IMS has provided data to monitor drug utilization, controlled-substances and the spread of swine flu - the latter in conjunction with the CDC. We seek additional ways to assist in understanding health disparities, treatment variability and performance over time. That way, we can add constructive input to the challenges ahead and increasingly align commercial opportunities with the overall public good.

For more information about IMS Health, visit www.imshealth.com.

The CMA Foundation Board extends its sincere appreciation to our generous contributors!

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The Leadership Circle recognizes individuals who contributed \$1,000 or more to the CMA Foundation during the past year.

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Every effort was made to ensure the accuracy of the CMA Foundation contributors whose donations were received from April 2, 2010 through July 31, 2010. If you discover an error, please accept our sincere apology and contact us.

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Leaders Address Cultural Proficiency and Language Services

Medical Leadership Council Promotes Hands-On Solutions

A diverse group of health care leaders met in Oakland on May 19 to assess progress in the delivery of language services and culturally proficient care in California and to learn about new sources of support to further this work.

The Medical Leadership Council on Cultural Proficiency (MLC), convened by The California Endowment, is comprised of executive and elected leaders of the state's primary care medical specialty societies and county medical associations, and health plan and health system leaders. The group has been working since 1992 to address issues that ultimately will help eliminate health care disparities based on race and ethnicity.

"Providing trained health care interpreters is a starting point," said Robert K. Ross, MD, president and CEO of The California Endowment. "This group has worked hard to ensure that interpreters are part of any health care encounter when needed. MLC members also have gone far beyond that initial focus to help increase cultural proficiency in health care and to provide resources to help physicians and health care providers improve care to the diverse patient populations in California."

Research shows that providing care in a patient's preferred language that is aligned with the patient's cultural beliefs and attitudes helps prevent misdiagnoses and medical and medicine errors. It also improves patient outcomes and satisfaction.

Topics at the May 19 meeting included reviewing ways that the new national health care reform law supports cultural proficiency; new NCQA standards on multicultural health care; new health information technology funding; and new MLC resources. In addition, the educational component provided an overview of health care disparities among transgender men and women.

A major part of the MLC's work since its founding in 1992 has been the development and dissemination of resources addressing language access, cultural proficiency, workforce diversity in health care, and health disparities. All are available on the MLC Web site, www.medicalleadership.org, which also hosts the searchable Language Access Database offering California-county-specific resources. Toolkits, videos, CME courses, research articles, and other materials are available free of charge to the public.

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