

FOR IMMEDIATE RELEASE

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**California Medical Association Foundation and Girl Scouts, Heart of Central California
Unveil New Community Health Patch**

Sacramento, Calif. – [October 8, 2008] – The California Medical Association (CMA) Foundation and Girl Scouts, Heart of Central California will unveil the first ever Community Health Patch Program at a press conference on October 8 at 10:30 – 11:30 a.m. The Community Health Patch curriculum enables Girl Scouts to play a greater role in strengthening the health of their communities by learning and educating –their community and seniors about the prevention of influenza and infectious respiratory disease.

Dr. Dean Blumberg, pediatrician and infectious disease specialist, will address the impact young women have on all generations when advocating the importance of influenza prevention and teaching others to take control of their personal health.

Girl Scouts of all ages will demonstrate patch activities during the event, including a hand-washing game and -perform -the “wash, wash, wash your hands” song.

“Spreading the knowledge of prevention to girls and young women in Girl Scouts is a powerful way to educate communities across the state and therefore create a healthier California,” Carol Lee, president and CEO of CMA Foundation said. “It is exciting to see the Girl Scouts become engaged in an intergenerational public health campaign that empowers female leadership and educates others on the importance of prevention.”

The comprehensive Community Health Patch Program curriculum was developed by the CMA Foundation and reviewed by infectious disease physicians. The program will be piloted throughout 18 counties in Central California, emphasizing prevention and management of influenza through interactive activities that enhance the Girl Scouts knowledge and promote community leadership by sharing this information with their peers, families, and seniors.

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The CMA Foundation is recognized by the Centers for Disease Control and Prevention (CDC) as a leader in California to promote consumer awareness of infectious disease prevention. CDC public health standards and guidelines have been adopted and are used to inform Californians of influenza and respiratory disease prevention.

California Medical Association Foundation

The CMA Foundation is a nonprofit organization that serves as a link between physicians and their communities. The Foundation improves individual and community health through a partnership of leaders in medicine, related health professions and the community. For more information about the CMA Foundation, visit www.calmedfoundation.org.

Girl Scouts – Heart of Central California

Founded in 1912, Girl Scouts of the USA is the preeminent leadership development organization for girls with 3.6 million girl and adult members nationwide Girl Scouts is the leading authority on girls' healthy development, and builds girls of courage, confidence and character who make the world a better place. Central California's local council is Girl Scouts Heart of Central California which was formed June 1, 2007 after a merger between Girl Scouts of Tierra del Oro and Girl Scouts Muir Trail Council. The Girl Scouts Heart of Central California serves more than 30,000 girls and 10,000 adult volunteers in 18 counties including Alpine, Amador, Calaveras, Colusa, El Dorado, Glenn, Mariposa, Merced, Nevada, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, Yolo, and Yuba with the corporate office located in Rancho Cordova.

To learn how to join, volunteer, reconnect or donate to Girl Scouts, call (800.322.4475) or visit www.girlscoutshcc.org.

For more information about the CMA Foundation and the Girl Scouts Community Health Patch Program, contact Brittany Ridley at (916) 779-6639.

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