

CMA Foundation News

The California Medical Association Foundation (CMAF) is an independent non-profit, tax exempt research and educational foundation and a subsidiary of the California Medical Association

The Legacy of Gary F. Krieger, MD

by Rolland C. Lowe, MD



Gary F. Krieger, MD

We are saddened by the passing of our dear friend, health advocate and CMA President-Elect Gary F. Krieger, MD. In his honor we celebrate his life as one dedicated to his family, patients, and profession. Gary's interest in public policy was driven by his patients, or as he referred to them, "his kids." The poor were a substantial portion of his practice. He felt strongly that we, as a society, must provide decent health care coverage to all. He gave thousands of hours of his time advocating for the uninsured.

Outside his family, Gary's other passion was the medical profession. Gary believed in the power of physicians working together to accomplish their goals. He believed through the CMA and AMA, physicians could improve the health care in their communities.

As we say good-bye to Gary, we are thankful for his personal devotion to his patients and his advocacy on their behalf. We are inspired by his devotion to his profession.

The CMA Foundation is working with the Krieger family to establish the Gary Krieger, MD Memorial Fund. It is fitting that we memorialize his life with a gift that will live on. A gift that will accomplish many of the goals that he sought for his patients and the medical profession.

We would like to begin with a goal of \$50,000. Please give any amount you feel is appropriate. Donations may be made payable to "CMA Foundation" and sent to 1201 J Street, Suite 350, Sacramento, CA 95814. Thank you.

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CMA Foundation News is a periodic publication distributed to our supporters to inform physicians and communities about the CMA Foundation activities and projects that build new collaborative efforts to address critical health care issues. If you would like an activity mentioned, please send information to: CMA Foundation News Editor-in-Chief, Kathryn Ivers, Email: cmafoundation@cmanet.org

The Foundation Pioneers Into Women's Health

Imagine -

- Physician and women's organizations working together to improve women's health.
- These organizations considering gender and cultural differences in their decision making.
- Women's health being improved by women and their physicians communicating better and physicians being better informed of the unique medical needs and conditions of women.
- Physician, women and community health leaders building a stronger network at the state and local levels to improve the health of women in California.



With Special Guest Florence Henderson

The CMA Foundation has taken the first step to move beyond imagining by creating the **California Women's Health Initiative (CAWHI)**. The first directive of the CAWHI is an older women's health conference: *Bridging Medical Care & Communities to Improve the Lives of Women 50+*. The conference will bring together leaders from physician and women's organizations and older women to strengthen relationships and increase understanding and collaboration. The conference also includes a clinical component to address osteoporosis, heart disease, depression, menopause, and healthy aging. NEVER before has any organization brought together these major health sectors in California to work together to improve the health of older women. For more information on the conference and the CAWHI contact Kirsten Hansen, Director of Women's Health, at 916.551.2545 or khansen@cmanet.org.



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Taking On: Tobacco Cessation

How can I assess my patient's readiness to quit tobacco? How do I decide which Nicotine Replacement Therapy (NRT) is right for my patient? How can I provide positive reinforcement when I only have a ten-minute office visit? It's not uncommon for physicians and other health care providers to need some assistance when helping a patient quit tobacco. Prescription for Change (PfC), CMA Foundation's tobacco project, is exploring a few new projects that would assist California's health care providers in assessing accurate and current tobacco cessation resources, materials and trainings.

PfC and the San Francisco City and County Tobacco Free Project's Smoke Free Program are collaborating on the development of a comprehensive web site that would provide up-to-date resources and materials to health care providers about tobacco cessation. PfC and the Smoke Free Program have started evaluating perceived physician needs in this area.

In addition to this exciting new web site, a new Request for Application was released in April 2001 by the American Legacy Foundation, announcing their commitment of \$21 million dollars over three years to address tobacco related health disparities among underserved and disadvantaged populations. With this development, Prescription for Change will explore the possibility of a cross population collaborative project that would provide cessation training to physicians and other health care providers.

Prescription for Change is requesting your feedback on these efforts. In order to provide you with the best resources possible, we are hoping to learn what physicians see as a real need in the area of cessation and what kinds of cessation information patients most frequently request. If you are a physician or health care provider who would like to provide input or learn more about PfC, please call Christine Fenlon or Sue Noseworthy at (415) 882-3326. Visit us on the web at www.RxforChange.org.

Save the Date! September 24th - 28th Antibiotic Awareness Week 2001

The Alliance Working for Antibiotic Resistance Education, AWARE, will again be hosting a number of activities throughout the state during Antibiotic Awareness Week. The purpose of this week is to raise public awareness about the health dangers associated with antibiotic resistance. The AWARE project of the CMA Foundation is now the largest, most active antibiotic resistance project in the nation, with the involvement of over 70 organizations.

During Antibiotic Awareness Week, the California PTA will be distributing parent education materials. Pharmacists in 750 pharmacies will be handing out information on the appropriate use of antibiotics. The goal is to reach out to 750,000 consumers. A public service announcement campaign will be launched featuring Dick Van Dyke and Bill Nye, 'the Science Guy.' Our goal is to reach over 2 million Californians with the vital message about the appropriate use of antibiotics.

Campaign kits with activities and material for Antibiotic Awareness Week will be mailed to 4,500 California PTA leaders, local medical societies, specialty medical organizations, local health departments, school nurses, child care representatives, pharmacy leaders and health plans. The kit will also be on the AWARE web site at www.aware.md. If you would like information about Antibiotic Awareness Week or the AWARE project, visit our website at www.aware.md, or call us at 916.551.2550.

Annual Sparks Leadership Award Honors Breast Cancer Advocate

The 2001 Annual Leadership Recognition Dinner in Reno, Nevada was a huge success. The CMA Foundation and the CMA Alliance would like to acknowledge Dr. Ernie Bodai for turning his dream into a reality. Thanks to his dedication to raising money for breast cancer, the 40 cent postage stamp that Dr. Bodai initiated, raised over \$20 million. Dr. Bodai received the CMA Foundation Sparks Leadership Award for his contributions to the community. We honor him and sincerely appreciate his compassion. Kudos to Carolyn Plested for organizing the first live auction. A special thank you to Dr. Richard Corlin, the newly elected AMA President, our gracious and dynamic auctioneer. The CMA Foundation and the CMA Alliance greatly appreciate the generosity of the organizations and individuals who sponsored over 20 tables! We look forward to your participation in next year's dinner.

Foundation Welcomes a New Staff Member

The Foundation would like to introduce Kathryn Ivers, the Foundation's new Fund Development Coordinator. Kathryn grew up in the Bay area and graduated from San Jose State University with a B.A. in marketing. Kathryn is a Certified Meeting Professional.

Kathryn comes to us from the Cystic Fibrosis Foundation where she was the Executive Director. In her ambitious manner, Kathryn planned and produced 12 annual fund raising events. Prior to the Cystic Fibrosis Foundation, Kathryn owned her own business, planning and executing special events and meetings.

Kathryn's responsibilities will include developing and implementing the Annual Fund Development Plan and coordinating special events, such as the Annual Dinner and Donor Challenge. Editing the CMA Foundation Newsletter, updating and maintaining the CMA Foundation website will also fall under Kathryn's direction. Development of marketing materials will be an important part of her responsibilities as the Fund Development Coordinator.

Kathryn demonstrated her commitment and interest in the CMA Foundation by agreeing to be interviewed while on her honeymoon! We are pleased and fortunate to have Kathryn on our staff.

Generous Support From Our Donors

Two fund-raising events were held by the Foundation at the Annual Session: **The Donor Challenge and the Annual Leadership Recognition Dinner**. Thank you to everyone who donated on behalf of the events and those who made personal contributions. The support we continue to receive from physicians and friends allows us the opportunity to pursue our programs. The Board of the California Medical Association Foundation sincerely appreciates your donation.

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*The First Annual CMA
Foundation Golf Classic*

Saturday, November 17, 2001

**La Quinta Resort and
Club / the Dunes Course
12:00 noon Start time**

Join us for a great day
of golf in Palm Springs!
Mulligans, Putting Contest,
Longest Drive, Accuracy,
and fantastic raffle prizes.

For further information contact:
Kathryn Ivers - CMA Foundation
Fund Development Coordinator
Phone #(916) 551-2543
or Email: kivers@cmanet.org

CMA Foundation Successful Grant Writing Seminar

“Well done program...great workshop...nuts and bolts were great...we are in this together.” Our first grant writing seminar on April 24, 2001 was a resounding success. Over 70 county medical executives, physicians, and community-based partners attended. “We are planning a future seminar in the southern California area which will focus on funding opportunities in that region,” according to Carol A. Lee, President and CEO, CMA Foundation.

The California Wellness Foundation Fulfills A Dream...

What do you do when a dream comes true? Thanks to The California Wellness Foundation, we are finding out! This Spring, the CMA Foundation received a \$150,000 grant from The California Wellness Foundation. This grant will be used to strengthen the infrastructure of the Foundation. This funding will enable us to design and implement a fund development plan for the Foundation. We will focus on increasing annual physician contributions and developing a Planned Giving Program. For more information contact Kathryn Ivers, Fund Development Coordinator at (916) 551-2543.

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