

American Medical Association Alliance

# Project Bank



The Encyclopedia of  
Community Service, Fundraising  
and S.A.V.E. Projects  
2008–2009

## **CS1**

**Project:** Smoking Makes Me Ugly

**Alliance:** Greene County Medical Society Alliance

**Project Summary:** Each year our alliance selects a health-related project to be awarded a monetary grant in honor of Doctors' Day. In 2003, we decided to create Smoking Makes Me Ugly, a comprehensive youth tobacco prevention program. Our target was 10-12 year-olds, an age identified by the CDC as at risk to begin tobacco use.

Learning theory suggests that emotional impact reinforces learning lessons. One goal was to create an emotional impact. A traveling exhibit was created consisting of a computer display that incorporated a software program that dramatically ages images to show the effects of smoking. A cartoon like animated video captures their attention delivering the lesson content while the pictures are processing. The story board is based on information from the 6th grade health book. It was created by alliance members and extensively reviewed by teachers, physicians and students.

Two local health systems, a large multi-specialty group, a clinic foundation and individual donors generously contributed. A grant of \$1000 was received from the AMA Foundation Fund for Better Health, and the alliance held a fundraising event called Art of Medicine, an evening highlighting art created by physicians and their families. Together these raised sufficient funds (\$35,639.86), and H Design Group was hired to complete the project.

Finished in 2007, the traveling Kiosk was received with such great enthusiasm a suggestion was made to create a DVD of the animated educational material. Written surveys were taken with educators to see what they liked best about our video and lesson plan content. Changes were made and the DVD was produced in October 2008.

Features include:

Animated tour - hosted by CigFree, our talking cigarette, walking you through your body showing the effects of smoking.

Interactive lessons: Smoking Affects My Piggy Bank " Smoking and My Outward Appearance " Chemicals in Cigarettes " Hazards of Second Hand Smoke

Handouts can also be downloaded from the DVD. For more information visit [www.smokingmakesmeugly.com](http://www.smokingmakesmeugly.com).

Professional educators have been enthusiastic about the project and say our DVD is unique and unmatched by any other in its approach to educating children about the hazards of smoking.

## **CS2**

**Project:** MCMSA Youth Service Project

**Alliance:** Midland County Medical Society Alliance

**Project Summary:** In September of 2007, the Youth Service Group was established. The purpose of this group is for the Alliance to provide a means for their members' middle and high school-aged children to give to the community through service projects. It is also an avenue for members busy with teenage children to become more involved with the Alliance. This project allows members to continue to give to the community, be involved with their children, and remain active in the Alliance.

Currently, the Youth Service Group participates in three major projects: "Doctors and their Families Make a Difference Day," "Wrapping Holiday Gifts for the Adopt-A-Family Event" and making Valentines for the elderly of a local senior home. The Youth Service Group also helps with labeling and stamping of our newsletters.

The highlight of this year's projects was the "Wrapping Holiday Gifts Party" for the three families adopted for the holidays. The youth along with Alliance members wrapped the gifts that were generously donated by the membership at the county President's home. Holiday treats and music added to the festivity of this event. Afterwards, the beautifully wrapped gifts were delivered to the families in time for Christmas, The camaraderie and the true spirit of the Holidays filled the air. The adopted families were in great need during these difficult economic times. The Youth accompanied Alliance members to deliver the gifts of clothing, food and toys. The families were truly grateful for our generosity.

The budget for this project has been \$100. Only \$14.79 was spent in 2008 and \$44.09 has been incurred in 2009. All items have been donated by the membership. With the dire economic situation in 2008, the Alliance asked for a donation from the County Medical Society to help the three families in need. A generous donation of \$1,000 was divided between the families for food and basic necessities to help them during these difficult times.

### **CS3**

**Project:** Strips for Sugars

**Alliance:** North Mississippi Resident Physician Spouse Alliance

**Project Summary:** Our Alliance was made aware of a population of patients that were unable to purchase glucose meter strips due to the expense. These patients were unable to maintain diabetic compliance with monitoring their blood glucose to assist their physicians in managing their medication dosages. The concern of our physicians for their patients led our Alliance to a relationship with the pharmacist for our clinic to assist these patients in securing strips to test their blood glucose. This pharmacist oversees a program for patients who need assistance in paying for medications and was in contact with this patient population for medication needs. This pharmacist confers with the physician concerning the patient's care to not only meet their medication needs, but also their supply needs. This allowed us to provide for these patients and still maintain

their patient confidentiality. Our initial funds were raised through the general fund of our Alliance. We had no co-sponsors. We were able to set up the trial phase of this program for \$400.00. This program began in October and our pharmacist states that we have been able to assist ten patients.

#### **CS4**

**Project:** Get Up & Go!

**Alliance:** St. Clair County Medical Society Alliance

**Project Summary:** Our Alliance has been supportive of community health projects, either our own or those of other organizations in the county for many years. In March 2008 the Alliance provided seed funding to a newly formed grassroots, county-wide fitness program, Get Up & Go!, only to find that the seeds yielded amazing results of health, fitness and community connections. The campaign was developing a website to provide ongoing support and information. The Alliance grant of \$1000 provided the needed monies to sustain that website.

Get Up & Go! was designed as a county-wide fitness campaign. The campaign's purpose was to invite members of the community to get involved in physical activity, select an activity, perform that activity for the month of April and then to tell about the progress at a Celebration event in May 2008. The need for a county-wide fitness program was based on findings from the county's health department and a state university's public health nursing program's study. County bio-statistical and behavioral data provided the evidence that cardiovascular and pulmonary diseases prevail at high incidence rates in our county.

Alliance volunteers played an integral part in carrying out the Get Up & Go! program during the first year by supporting Get Up & Go! financially and attending the Kickoff event On March 28, 2008, participating in the walk with the honorary Chair of the event, a local former Olympic champion. Throughout the month of April, Alliance members along with 23,000 individuals and 119 corporations recorded their miles walked, run, danced, etc and these results were posted on the website. In May 2008 the Alliance was among the 50 healthcare oriented vendors/exhibitors at the Celebration event. The visibility of the Alliance's campaigns: Screen Out! and Keep Doctors in the county were advanced. The Celebration event collaborated with the local high school's Race for Character. At the closing ceremony an award for "Name the Mascot" for Get Up & Go! (GUNGO) was presented to a local grade school The final was the Global Harmony Runners passing the torch of Harmony in the county. As a result of the success, the campaign has become a non-profit organization serving the same mission and more. Two Alliance members are also Board members of Get Up & Go! .

#### **CS5**

**Project:** "Stewards of Children" Workshops

**Alliance:** Spartanburg County Medical Society Alliance, Inc.

**Project Summary:** Three “Stewards of Children” workshops were sponsored by our Alliance, using Darkness to Light’s evidence-based sexual abuse prevention training program, to educate adults in our community how to prevent, recognize and react appropriately to child sexual abuse. The curriculum is designed to target community-based individuals whose mission, both professionally and non-professionally, involves serving, nurturing and advocating for children and youth. The first two workshops were held on March 25, 2008. On this date, 44 participants representing 18 different community-based youth serving agencies, along with interested parents and grandparents, were trained by an authorized Stewards of Children facilitator. The Alliance’s partners in supporting these interactive educational workshops were the SC Campaign to Prevent Teen Pregnancy and the Mary Black Foundation. Following the success of the first two workshops, a third one was held on November 13, 2009. First Presbyterian Church and the SC Campaign to Prevent Teen Pregnancy partnered with the Alliance to train 25 weekday school and Sunday school teachers in the “Stewards of Children” program.

In responding to alarming child sexual abuse data and the pervasive consequences affecting our community’s wellness, the Alliance eagerly served as the lead organization by providing the necessary skills to develop, organize, market and successfully manage this project. Minimal registration fees were charged to cover the costs of registration materials and postage. The Mary Black Foundation and First Presbyterian Church each generously donated conference space, electronic equipment use and technical assistance. The SC Campaign to Prevent Teen Pregnancy donated the curriculum workbooks for all participants, at the cost of \$10 each, as well as the facilitator’s fee for one workshop. The Alliance budgeted \$350 to pay the authorized facilitator’s fee and travel expenses for the two remaining trainings. Workshop refreshments were donated by Alliance members.

## **CS6**

**Project:** Join the Fight Against Kidney Disease

**Alliance:** Kankakee County Medical Society Alliance

**Project Summary:** The prevalence and incidence of kidney disease are relatively high in our county. One area nephrologist in our county stated that , “Recent statistics showed that our county have the highest rate of people suffering from diabetes and hypertension.” Diabetes and hypertension are the leading causes for chronic kidney disease. He further noted that to help in the fight against the progression of kidney disease, we need to work together to promote awareness about the importance of our Kidney to every one’s health.

Our Alliances knows that “Prevention is the best anti-dote to progression of any disease.” We need to encourage friends and families who are at risk to have free kidney disease screenings. For this reasons, Our county Alliances did participate in the kidney disease awareness as part of the Statewide Health Promotion Initiative of our county Alliance member and State President.

Our Alliances joined in the fight against kidney disease!

Due to the size of the county population, Two schedules of Kidney screenings were conducted : April 30, 2008 and September 10, 2008. The Kidney Mobile was the result of the joined efforts of Medical Alliance, Medical Society, three Nephrologist and Provena St. Mary's Hospital . The Kidney Mobile is the National Kidney Foundation of Illinois mobile screening and education vehicle out reach program that provides free screening to communities. The NKF of Illinois recommends that everyone should have the following test done during an annual physical exam: blood pressure, serum creatinine, microscopic urine albumin and Egfr.

The project was the result of concerted efforts of planning, preparation, and logistics involve among us volunteers. Personal phone calls, e- mails, letters , scheduled meetings were used to communicate amongst the volunteers. There were 6 nurses, 1 dietician, 2 nurse practitioners, 2 nephrologist , 1 social worker , 4 Kidney mobile staff and the Alliance volunteers .The project took almost a year and half of preparation and planning. The kidney screening success was the result of our area hospital dialysis nurse coordinator's and alliances efforts in bringing the different volunteers group worked together to almost perfection from planning to actual screening day.

## **CS7**

**Project:** "Onesie" Project

**Alliance:** Rockingham County Medical Alliance

**Project Summary:** If you have read or turned on the evening news, you have heard heartbreaking stories about parents or caregivers who "snap" and do harm to babies and young children when the constant cries and demands become unbearable. Our alliance member who conceptualized this project stated, "I looked into my own daughter's angelic face and an idea sprung to mind. How about giving people a gentle reminder that loving hands create happy babies. What better way to get the word out than through our medical alliance." Love for her daughter Audrey, and the stories of babies and children who suffer from abuse, inspired the "onesies" project through our Community Health Committee.

Our target audience was first-time parents who took the birthing/parenting classes at our local hospital. These families come from very diverse age, educational, and socio-economic backgrounds. Many have little or no experience in caring for, or handling newborns, nor do they have any nuclear family to rely on.

We used funds from the Community Health line-item to purchase 400 newborn-sized plain white onesies. Our members beautifully decorated the front of each onesie with hand-stamped pink and blue infant hands. The onesies were iron-set,

rolled, and tied with a blue or pink ribbon and a card attached with the following message:

A "Handy" Reminder

From the \_\_\_\_\_ Medical Alliance

Take a Break & Don't Shake

Gentle Hands Create Loving Touches

A Few Seconds of Shaking Can Hurt Your Baby for Life

Shaken Baby Syndrome (SBS) can lead to death, vegetative state, permanent brain damage, partial or total blindness, hearing loss and speech and eating difficulties.

For more information e-mail: \_\_\_\_\_

Since our initiative of \$537.00 we have received a \$500 donation from a local church and an offer of volunteers to assist with the production of this project.

## **F1**

**Project:** Murder Mystery Fundraiser for the Hospital Guest House

**Alliance:** Medical Alliance of the Piedmont

**Project Summary:** We decided to have a Murder Mystery Evening on November 8, 2008 to raise funds for the proposed Hospital Guest House. Our plan was to invite the medical community to a night of drinks, appetizers, dinner, dessert, fun, and murder! We had a committee of 12 volunteers, who planned and executed all the details of this event, such as developing invitations, making the guest list and acquiring addresses, addressing invitations and stuffing envelopes, deciding on dinner, dessert, and drink choices, soliciting area businesses for gift donations, making centerpieces for each table, managing RSVP's and income, hiring actors for the murder show, providing handouts and programs with information on the Hospital Guest House, and writing thank you notes to all donors with an attached tax-receipt. We hired a group of actors to put on a "murder" show. The audience was able to "interrogate" the actors for clues and try to guess who the murderer was. The first table correct in their answer won a prize, which was donated by a local vineyard. After the winning table was announced, other "mystery gifts" donated from other area businesses were randomly awarded. The event took place at a country club. We had 75 RSVPs. Tickets were \$125 each person, with \$60 being tax-deductible. Invitations were sent to members of our Alliance, the Medical Society, and board members of the Hospital Guest House.

We received \$9315 in ticket sales, \$4253 in donations, \$150 from our co-sponsor, and \$1661 in donated gifts. The cost: actors \$1300, food and drink at the country club \$4877, invitations/postage \$1395, programs \$0 (donated), and decorations \$0 (centerpieces for each table were sold at the end of the evening to guests so no costs were incurred). Additionally, we received grant money from our state Alliance for \$500, which was greatly appreciated. The grant money was a significant help with the cost of invitations and postage. The total amount

donated to the Hospital Guest House was \$6646. Feedback from the guests were very positive. Guests had a lot of fun and said they'd come again next year if there was another similar event. The only negative comment we got was that we might consider assigned seats next time, so people can find their seats quickly and we can get started more promptly.

## **F2**

**Project:** Through the Years, Making a Difference

**Alliance:** Summit County Medical Alliance

**Project Summary:** Our county alliance holds an annual spring fundraiser to benefit Mobile Meals, Inc. and our other community health projects. This is a black tie event, held at a county club or hotel ballroom. We typically have about 250 guests in attendance. We invite members of the alliance and their spouses, hospital administrators, corporate leaders, and philanthropic members of our community. We have a rather large operating budget, although we make every attempt to have costs underwritten and items donated to the greatest extent possible. Our gala, held March 1, 2008, was titled "Through the Years, Making a Difference" and we presented an award for community service at the gala. We raised over \$88,000, including \$53,000 in corporate and community sponsorship, and budgeted \$10,000 for gala expenses.

## **F3**

**Project:** Springtime Fantasy: A Musical Journey

**Alliance:** Kankakee County Medical Society Alliance

**Project Summary:** SPRINGTIME FANTASY: A MUSICAL JOURNEY, was Saturday, May 17, 2008 at the Larson Fine Art Center on the campus of Olivet Nazarene University. Our violinist Alliance member and her Trio Chicago Friends was our featured performer. The concert includes music of 20th century American composers and memorable scenes from land mark television series "The Civil War ." The concert was a two hour show program.

Stress continues to be a major negative factor in many people's lives and more so to our physicians and our members of the medical families. Hence, It is important for us as leaders of the community to offer solutions on how we can promote healthy life style habits to maintain health balance and well being. More so music can bring us out of ourselves and provide non-threatening socialization for OUR COMMUNITY CITIZENS OF ALL AGES to enjoy!

Our fundraising drive, will further assist our alliances generosity by providing health scholarship programs to our area's graduating senior who will go to health related career. The alliance hopes to maintain our giving to our -on going nursing scholarship grant- to our local community and university deserving nursing student. Thus our best hope .. is that when we are able to help a deserving student now.. he or she can give back to the health of our community later in life.

We have heard so much about natural disasters such as flooding, burning, tornadoes and frightening thunderstorms: To assist further in to our community needs, this fundraiser will enable our Alliances to have monies set aside for "County Emergency Disaster Fund".

In March, 2007, The idea about our musical fundraiser was the result of our alliances brainstorming session. This was a yearlong project of hard work, dedication and collaborative efforts by our county Alliances.

Budgeted amount for the project was \$2000. Listed our sponsors as:

BOUQUET SPONSORS : \$1500

SINGLE STEM SPONSORS :1000

BUTTONNAIRE SPONSORS: \$750

Our sponsors were the following:

- County Medical Society
  - Riverside Medical Center
  - Provena St. Mary's Hospital
  - 20 area physicians
  - 3 Community Banks,
- 
- 1 printing company
  - 30 community businesses advertisers

## **S1**

**Project:** Dangers of the Choking Game

**Alliance:** Greenville County Medical Society Alliance

**Project Summary:** The Dangers of the Choking Game was our SAVE project this year because it had personally impacted our community. We decided to take a grass-roots approach by utilizing a general membership meeting for the program. Members asked friends from the community to the SAVE program.

We wanted to create a personal approach to sharing this information. From the meeting, those participating were asked to share what they had learned with friends and family. A handout from the SAVE program was included in our monthly newsletter which is distributed to our membership as well as sponsors and other community supporters (250 printings).

The chair of the SAVE program experienced the Choking Game first-hand when she had to respond to her son's best friend. He had played the Choking Game alone and was found unresponsive by his brother. Our alliance member tried, in vain, to resuscitate him. She was asked to chair this timely SAVE program and did so with compassion. She shared her first-hand account with the group. She also coordinated a speaker from a local organization who shared a DVD, presentation and written material with the group.

A budget of \$350 was used for material printing and distribution.

## S2

**Project:** Calming Kids: Creating a Non-Violent World Teacher Training Program

**Alliance:** Metro Denver Medical Society Alliance

**Project Summary:** CALMING KIDS (CK): Creating a Non-Violent World was created to publicize SAVE time (workshops begin in August and run throughout the school year). CK trains educational professionals and health care providers to teach school-aged children a curriculum designed to decrease violence and increase concentration by utilizing breathing techniques, yoga postures, stress management skills, and conflict resolution strategies.

CK's target is to instruct professionals on the yoga philosophy of non-harming to oneself and others, yogic exercises for physical fitness, effective communication techniques, high-level concentration practices to enhance academics, plus breathing and relaxation exercises to encourage non-violent behavior.

Our organization offers workshops for a diverse group of participants: school teachers, school counselors, child psychologists, physical and occupational therapists, speech pathologists, yoga teachers, and concerned parents.

Besides the workshops in the local area, CK was sponsored in 2008 to train the staff in Summit County, Colorado. CK has been invited to Kansas City twice to instruct their teachers of high risk youth. In February, 2009, CK was invited to instruct breathing techniques to the staff at the Kunsberg School, at National Jewish Hospital, to help their special needs students. We are continually contacted by teachers reaching out to us for help with their challenging classrooms.

### BUDGET

(more details provided, upon request)

### EARNED INCOME 2008 2009

Teacher Training Workshops:

\$9,360      \$12,250

Total Earned Income:

\$9,360 \$12,350

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### CONTRIBUTED INCOME

Annual Fundraiser:

\$3,800 \$6,000

Grants:

\$1,200 \$5,000

Total Contributed Income

\$5,000 \$11,000

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Total Income:  
\$14,360 \$23,250  
Total Expenses: \$16,790 \$23,100

We receive our funding from the American Medical Association (AMA) Foundation, the AMA Alliance, Optimist Club: Friends of Youth, Medical Arts Center Hospital, Leanina Tree Museum, private donors, and teacher training fees.

In the spring of 2008, we had a successful donor solicitation letter. CALMING KIDS also held a salsa class fundraising event at a local restaurant. Energy Source, Inc. sponsored a 2008 holiday party fundraiser for CALMING KIDS.

We have been sponsored by schools systems, massage therapy clinics, occupational therapy centers, and yoga studios.

### **S3**

**Project:** Drugs Bite

**Alliance:** Southwestern Oregon Medical Society Alliance

**Project Summary:** Bring motivational speaker Stephan Arrington to our local school children to encourage them to follow their dreams and make good life choices, therefore avoiding the pitfalls of drug use.

Drugs are a huge problem for many school children in our state. Our goal for this project was to encourage school students to think about making wise choices in life and apply these good choices to avoid drug use. If they are already using a drug or alcohol, to realize the long term consequences of this choice.

Stephan Arrington was the Chief Expedition Diver for the Cousteau Society for 5 ½ years. He left that position in 1993 to write and be a full-time motivational speaker for groups nationwide. "Life is an adventure," Steve says, "and each of us can choose to pursue our dreams or, through bad choices, slide into nightmares."

After hearing Steve speak at a Teen Health Workshop in another town I wanted our local school children to benefit from his encouraging message. Out of high school he joined the Navy and was working toward a very successful career. This, however, ended abruptly due to his CHOICE to smoke and sell marijuana. Then he became involved in smuggling cocaine into the U.S. from Columbia, was arrested, and served 4 years in jail. Upon being released from prison, he found a job teaching diving and from that position was invited to work for the Cousteau Society. As a result he speaks from his own good and bad experiences. He keeps his audiences riveted by showing his videos of diving with sharks, whales and dolphins. He presents his own amazing story about how his involvement with

drugs could have ruined his life. Later his good choices helped him realize his childhood dream of diving for Jacques Cousteau.

Our community is small, and we usually aren't privileged to be exposed to such a high quality program as Mr. Arrington presented. This was a unique opportunity to encourage students to think about their life dreams and how their choices, good or bad, influence the path toward reaching those dreams.

#### **S4**

**Project:** S.A.V.E. Art Poster Contest

**Alliance:** Kankakee County Medical Society Alliance

**Project Summary:**

**STOP AMERICA'S VIOLENCE EVERYWHERE**

Violence is a public health concern that has reached epidemic proportions. No one is immune from violence, but everyone can and should be aware of its impact on society. As painful events of the Columbine , Red Lake and Virginia Tech school shootings and even close to home ...Northern Illinois State University, our alliances must work and unite together to Stop America's Violence Everywhere. In addition , our county Alliances live in a community with many ethnic families. Half of our alliances members are from international families.

The S.A.V.E. is the AMAA signature anti violence initiative to help reduce violence everywhere. It is designed to bring local and national awareness to the need of reducing violence in streets, homes and schools. SAVE is an event which brings all Alliance members together to help address the issue of violence in our communities and to provide appropriate violence prevention education.

In October to December 15, 2008 . Our Alliances participated in the State Alliance President theme and statewide art poster project: FRIENDSHIP:MY BEST GIFT TO THE WORLD, wherein students design and depicts the message: "How we can reduce violence in our home, communities and around the world". Our Alliances believe that art work can be a tool to fight violence and through works of art, our youth can express how they can be a part in promoting tolerance, diversity, and respect in helping build a peaceful world. Our alliances must move beyond the walls of our homes, schools and neighborhoods, we must introduce new skills in youth violence strategies early on. Area students GRADES 1-12 levels were invited to participate in the SAVE ART POSTER CONTEST.