

American Medical Association Alliance

Project Bank



The Encyclopedia of
Community Service, Fundraising
and S.A.V.E. Projects
2009–2010

CS1

Project: Treat the Troops: Mental Health Matters

Alliance: Indiana State Medical Association Alliance

Project Summary: Target audience: The medical community of the state, our citizens, our returning deployed US Military and their family members.

The United States Military and its family are suffering from the effects of Post Traumatic Stress Disorder (PTSD) as a result of many and multiple deployments to Iraq and Afghanistan. PTSD has tripled among combat- exposed military. Locally, we can make strides in the prevention and treatment of its effect on our community, its members and future generations through early diagnosis and compassionate treatment by our medical community. Our State Alliance seeks to implement a program that will raise awareness of PTSD, while also treating our troops and their families, who exhibit the signs and symptoms of PTSD, thereby preventing permanent disability, loss of income and the associated devastating impact on the family unit including increased domestic violence, divorce, increased murder/suicide and child abuse.

Our Treat the Troops: Mental Health Matters project is unique because it successfully has joined the hands of Alliances across the state, our state medical society, the state government, our school of medicine, the VA Hospital and the military to collectively address this issue. We are unaware of any other state that has aligned these forces. Our project provides a new solution to a very timely and serious existing problem, and can, in part, be easily replicated. The Resolutions can be easily submitted, and the PTSD Screening Tool can be utilized in the care of patients nationwide.

Highlights of the project:

Treat the Troops: Mental Health Matters is a new project. The PTSD Walk for Awareness held Sunday, September 27, 2009 in our state capital, was only one facet of a two year commitment by our Alliance.

The PTSD Walk for Awareness began with an impressive outdoor military ceremony attended by over 600 members of the public, military and medical communities. Our Lt. Governor, members of the state government and two star general presented awards to the Alliance, military leadership and state medical society for their roles in addressing this serious issue. AMA President Rohack addressed the crowd and led our Walk. Many military members expressed their heartfelt gratitude.

Budget, funds and donations:

The budget for the PTSD Walk for Awareness was \$13,550. The entire budget was covered through grant money and donations. The project received a \$4950. grant from the AMA Foundation Fund for Better Health, the bulk of this being devoted to educational materials. We received a substantial in-kind donation with support from the National Guard. Thus far, the project has incurred accounts payable of \$10,000 with the remainder of the funds earmarked toward education.

Although the Alliance requested and received endorsements through grants, there were no cosponsors to this project.

CS2

Project: Empty Bowls

Alliance: Greenwood County Medical Alliance

Project Summary: Empty Bowls is a project designed to raise awareness of hunger in a community and to do something about it. We chose to put on a dinner to raise money to donate to the local Soup Kitchen. Our target audience was members of the community who had never visited the Soup Kitchen or heard about the need it fulfilled. All food, supplies and services used in the project were donated. 100 percent of the proceeds went to the Soup Kitchen to be used in providing meals for the hungry.

Our co-sponsors were members of the local potter's guild and the regular volunteers at the soup kitchen. Potters from the guild made and donated 300 soup bowls. The meal, which included soup, bread, lemonade or tea and dessert, was cooked and served by our own alliance membership, members of the county medical society and community friends who heard about the project and wanted to help.

Tickets were \$15 for adults and \$10 for children. Because the Soup Kitchen could seat only 100 at a time, we served three seatings in one hour increments beginning at 5:30pm. Each seating sold out.

Patrons first selected their bowl and then chose from the donated soups, desserts and bread. After patrons finished eating, volunteers collected, washed and wrapped their bowls so they could take them safely home.

Alliance volunteers made and donated 52 gallons of soup plus enough dessert and bread to feed over 300 people. More than 30 people worked the night of the event setting up tables, re-heating soup, serving, washing dishes, staffing the pottery room, parking cars, etc. Our local hospital printed the fliers and tickets for the event. Tickets were sold through the Alliance, Potter's Guild and Soup Kitchen coordinators. Publicity included a Facebook event, a radio lunch hour interview, printed fliers, church newsletters and a newspaper article.

CS3

Project: Community Health Fair

Alliance: Danville Pittsylvania Academy of Medicine Alliance

Project Summary: In keeping with our Alliance tradition of organizing Philanthropic endeavors, the Alliance wanted to provide health screening and education to our community. The Alliance President was inspired by her participation in a similar event in a different city at a much smaller scale. Such an event was never organized in this community before. The prevalence of cardiovascular diseases is very high in our community. Since many people with insurance do not access care, the target audience

was broadened to include all people irrespective of health coverage. This was more relevant to our community hit by a bad economy. The services were offered at no cost to the people.

We provided a potpourri of services which included education and screening for many conditions. Local Dentists provided dental care. Ophthalmologists and optometrists provided eye exams and screening for glaucoma. Physicians and Medical students provided consultation and ABI testing. Number of health care workers provided glucose, cholesterol, PSA, Blood pressure, height, weight, BMI evaluations, and Pulmonary function tests. Health department offered free seasonal and H1N1 vaccinations. Gynecologists, urologists, nutritionists, Oncologists, representatives from American Cancer Society provided education and counseling on health issues related to their specialties. The employees from a federal clinic provided help with registration and more than 60 nursing instructors and students volunteered their time.

The planning was started just 3-4 months prior to the health fair. This did not give us enough time to raise funds. Thus we started with no budget and organized the event with people and organizations donating time, supplies, venue and equipment. By the end of the project a local foundation donated \$ 5000.00. The estimated cost of the services provided was about \$ 25000.00.

This was a collaborative effort on the part of many participants. The local Dental Society, Academy of Medicine, Local Community college, Department of Health, Federally funded clinic, Local Hospital and affiliated tertiary care center, American and local Cancer Society. The Alliance was instrumental in getting the event together and supporting its execution. They solicited support from the local newspaper, magazines, radio station and other businesses to announce the event.

CS4

Project: Soccer Head Gear, It's a No Brainer

Alliance: Pennsylvania Medical Society Alliance

Project Summary: The project was inspired by the personal story of an alliance state board member, whose daughter suffered a life threatening epidural bleed, and emergency brain surgery after an accidental collision during a high school soccer game.

After researching the incidence of concussions and head injuries on soccer fields, it was evident that while the studies had been ongoing for more than ten years, along with available sanctioned protective head gear for soccer players, public awareness and education was lacking. Few parents, coaches and players were aware of the seriousness of concussions, incidence on playing fields and how head gear could protect heads from concussions and more serious injuries.

In May of 2008, a committee was formed and the health project, ***“Soccer Head Gear, It's a No Brainer”*** took shape.

- Creative bookmarks, posters and brochures, with a bulldog image wearing soccer head gear, became the kid friendly trademark for the materials. A public service announcement and physician endorsement letter were designed to distribute to each county alliance in the state. (2 posters, 25 each of bookmarks and brochures)
- A DVD power point created for community seminars and meetings was distributed, containing scientific data, head gear development and design, concussion signs and facts and the personal story of our alliance member.
- Each county alliance received a project bag with all materials, including one head gear product, donated by the Head Gear company. The product had already been approved for use and received an ASTM manufacturing standard.
- Information about the project was provided on the State web site.
- A display of head gear and helmets available for a variety of sports, and a question and answer fact sheet for adults and children about the signs and problems of concussions was the visual segment with alliance members dressed in referee shirts conducting the quiz game, *“Are You Smarter Than a Referee?”*

Expenses for reproduction of materials and printing costs for distribution to all state counties totaled \$1,868.12. This included \$500 already in the Alliance State budget for Health programs and \$1,368.12 left over funding in our S.A.V.E. account.

CS5

Project: Healthwork! Lighten-Up Running is Fun/ Exercise is Fun

Alliance: Lee County Medical Alliance

Project Summary: Healthworks! Lighten-Up Running is Fun was a partnership between Healthworks! Facility and the Alliance. It targeted children between the ages of 9 and 15 who were not involved in a regular athletic or exercise program. Participants included 28 children, 10 Alliance members and 5 Healthworks! staff members. The Alliance worked with Middle School counselors to identify 10 (of the 28) children who would benefit from the program but could not afford the \$80 participation fee. We sponsored these children for a total of \$800. It was a ten week program meeting every Monday from 3:30-5:30. Meetings began with a healthy snack provided by Alliance members. Each week addressed a health topic or activity presented by a guest speaker; i.e. kick boxing, yoga, healthy heart, nutrition. The remaining hour was spent running. Alliance members worked in pairs with small groups of children to mentor and guide them through the program. The participants had work out homework and kept nutritional and exercise journals. The program ended with the Tie-Dye invitational, a cross country 5K run. We partnered with the High School Cross Country Team to set up the run. On the eve of the race we had a “Pasta Pooloosa Party” for the children and their families. The evening included a spaghetti and salad dinner and presentation of awards and race t-shirts. Alliance members ran the invitational with their small groups.

“Exercise is Fun” had the same target group and similar format. It was an 8 week program with 21 participants and 3 Alliance volunteers. The focus was on exercise and nutrition instead of running. The Alliance sponsored 5 children from the local Boys & Girls Club at \$60 each for \$300. The program ended with the “Healthy Halloween Hoopla” and a two mile walk through town to start the “Mayor’s Marathon.”

CS6

Project: TAPP Women's Health Education Program

Alliance: Collier County Medical Society Alliance

Project Summary: The Teen Age Parent Program (TAPP) is an educational program supported by the local school district for pregnant teenagers and teenage parents. TAPP’s goal is to encourage pregnant teenagers and teen parents to remain in school and earn a high school diploma. Our Women’s Health Education Program and Valentine’s Day Party was held for the women of TAPP at an area high school. This high school is comprised of 96% minorities and is located in an underprivileged, migrant community in our county.

The Alliance Program was held on February 12, 2010 and provided an opportunity for these young women to learn important information about women’s health topics from a community OB/GYN.

Our primary target audience included approximately 50 TAPP high school girls between the ages of 14 and 18 who were either currently pregnant or have at least one child. In addition, there are 20 other girls attending another high school who will have access to the educational resources made available through our program. We also targeted the TAPP Director/Social Worker and TAPP teachers. Our secondary target audience included the extended family and friends of the teens.

Highlights of the project included the physician-led Women’s Health presentation and discussion, receiving a grant from our state Medical Association, bonding with the Alliance planning committee, and receiving thank yous and acknowledgements from the students of TAPP and Program Director.

Our total budget for the program was \$1200. This included \$500 for books and resources on women’s health, \$50 for paper goods, \$150 for food, \$150 for gift bag related items, \$250 for on-site day care supplies, \$50 honorarium for the OB/GYN, and \$50 for miscellaneous expenses.

The funding sources for the project included donations from Alliance members, donations from companies in the community and a grant from the State Medical Association Alliance (\$700.00).

Our donations came from members in the Alliance, Costco, Barnes and Noble, Planned Parenthood, McDonalds, and several local businesses.

We did not have any co-sponsors.

CS7

Project: "Posters for Pediatricians" Bike Safety Program

Alliance: Greenville County Medical Society Alliance

Project Summary: According to a Parents Magazine investigation of child safety, our state is ranked 48th in the nation. That means only two states are doing a worse job at protecting children from accidents and violence. To the Alliance, safety issues in our households are paramount. This year, we wanted to take an active role in bringing our ranking in child safety up by focusing on a problem as simple as a child at risk while playing outdoors.

According to the National Transportation Safety Board, head injury is the leading cause of death in bicycle crashes, and helmets are the single most effective way of reducing head injuries and fatalities. New York and New Jersey reported 50 and 60 percent reductions, respectively, in bicycle-related traumatic brain injuries for the under 14 age group within 5 years of introducing their helmet laws. Unfortunately, we do not have a helmet law in our state to improve our numbers, so we must rely on other means to educate parents on the importance of helmet use.

The Alliance partnered with SafeKids and the [County Name] Spinners Bicycle Safety Foundation to stress the importance of using bike helmets. We contacted pediatricians throughout the county and asked them to hang posters in each of their exam rooms to facilitate bike safety discussions between parent and child while waiting for their exam. These "Protect Your Head. Wear Your Helmet" posters are a strong stimulus to remind families of the risks of not wearing a helmet. And to celebrate our successes and thank the pediatricians for their involvement, a Bike Fun Day was planned on Swamp Rabbit Bike Trail.

Our budget initially consisted of \$100 for implementation of the poster initiative and \$185 for the Bike Fun Day event. It was deemed after several concerns arose regarding the "ripping" of posters and early removal potential, that lamination was required to ensure longevity. Therefore, \$550 was acquired as a donation from the County Medical Society to cover this cost. Additionally, a sponsor was solicited to provide ice cream and refreshments at the Bike Fun Day event.

CS8

Project: "New Year, New You" Focus on Fitness

Alliance: South Mississippi Medical Alliance-Hattiesburg Unit

Project Summary: With our state having the highest obesity rate, we felt a need to offer a program that would engage and motivate our members to become more active and develop a fitness routine. Our members were invited to Peak Performance Fitness Center for a lecture on Health and Fitness on January 15, 2010. The lecture included a question and answer session by a personal trainer, as well as a tour of the facility and demos.

Pedometers were given as door prizes to a few lucky attendees. Our budget for the event was \$400 and was hosted entirely by our organization as a service to our members. After the program, a lunch of salads and fruit was served.

CS9

Project: Healthy Halloween Treats

Alliance: The Alliance with the Medical Society of the County of Schenectady

Project Summary: According to the International Obesity Task Force, an estimated 155 million school aged children around the world fit the defining criteria for “obese” or “overweight.” Research has shown that poor eating habits and decreased physical activity, when learned in childhood, significantly impact the health of individuals later in life. In an effort to heighten awareness of this pressing health issue, our Alliance developed a campaign known as “Healthy Halloween Treats.”

The “Healthy Halloween Treats” campaign was initiated to encourage parents and caregivers to select “better choices” when it comes to holiday treats. The campaign focused on providing coupon vouchers, for a nominal fee of twenty cents each, which could be redeemed at any Price Chopper Supermarket for a Macintosh apple.

The target audience for this project was school aged children, their parents and community members. The month of October, being National Apple Month, as well as a time when children are inundated with sugary sweets, made it a fitting time to initiate our health awareness project.

Alliance members contacted the promotions representative of the Price Chopper Corporation to enlist their support in this health awareness campaign. Price Chopper representatives worked out an agreement with their apple supplier. Through the support of Price Chopper and Red Chief Apples, coupon vouchers for 1,000 Macintosh apples were donated to our Alliance free of charge. Alliance members sold the coupons to parents, schools and members in the community. A total of 700 coupons were sold in the three week period preceding Halloween.

Making healthy choices, although extremely important, is only one factor in the fight against childhood obesity; increased physical activity is the other.

Proceeds from the coupon sales, \$140.00, were donated to an inner city youth center for the purchase of athletic equipment.

The positive response from parents, members of the community, and the children who received the coupons in their loot bags on Halloween, was much greater than we could have ever envisioned! With the continued support of our community co-sponsors, we will continue the “Healthy Halloween Treats” campaign again this fall.

CS10

Project: United We Stand

Alliance: San Joaquin County Medical Society Alliance

Project Summary:

1. Target: Local Marines stationed in Afghanistan. Hand knit beanie caps were made by Alliance Members, both old and young. They enlisted their mothers and daughters, and their friends. It snowballed. So our initial goal of 75 beanie caps became 250. A grant from the state alliance foundation was used to provide yarn and needles for the Alliance members and goodies for the care packages.
2. The extra left-over Holiday cards were written to soldiers with a note- "Each stitch in these hand-knit beanies brings with it prayers and good wishes for you, your family and your buddies. Please enjoy the goodies and know that we are proud of you and your service to our country." We signed the card with the first name of the knitter and used the Medical Society's board room to write the letters and pack the boxes and used their return address on the cards we enclosed with each package.
3. Small toys that the soldiers could use for community out reach to the children of Afghanistan were sent. Also "Beanie Babies" small toys were collected and sent for the soldiers to use as a community out reach to the children in the war zone in Afghanistan.
4. Cough drops, toiletries, hand sanitizer, lotion and Chap Stick were sent.
5. Goodies such as granola bars, hot chocolate, lollipops, dried fruit, candy, etc. were sent, in a separate sealed zip lock bag.
6. Playing Cards, note cards & stamps so they can write home, and a few small game books were added.

Budget: \$750 seed money provided by a grant from the State Alliance. Members also contributed to the purchase of goodies and yarn. Materials mysteriously kept appearing. "Packed with Pride" a local community non-profit, was contacted, and they offered to ship the packages to "local Marines stationed in Afghanistan" which allowed us to use the grant money to expand the project from 75 to 250 soldiers served. Packed with Pride shipped all of the packages- their cost was approximately \$10 per box.

CS11

Project: The Lucky Hearts Campaign

Alliance: Mecklenburg Medical Alliance and Endowment

Project Summary: Lucky Hearts is collaboration between our alliance and MEDIC our county's EMS agency.

Lucky Hearts is a campaign to drive the awareness and importance of cardio pulmonary resuscitation (CPR) and the use of automated external defibrillators (AED) in a cardiac emergency.

In honor of our 75th anniversary we purchased 62 AED's at a cost of \$75,000. The AED's were to be distributed to organizations in the community.

The donation also includes CPR and AED training. We wanted to be sure that in the event of a cardiac emergency someone would know how to use the AED.

Organizations apply for an AED online through our website or MEDIC's website. A committee of alliance members and MEDIC representatives reviews applications and decides if an organization meets the following criteria:

- A demonstrated need for an AED (a place where a cardiac arrest is likely occur)
- Cannot afford an AED
- Already has an AED, but did not receive CPR/AED awareness training for their organization and have not clearly posted their AED system.
- Once an organization is approved MEDIC does a CPR awareness training class. The class teaches how to perform CPR and use the AED.
- Each participant receives a "Lucky Hearts" pin and the organization receives a sticker to place on their door signifying that there is an AED on the premises and its location.
- Once the organization has their AED, MEDIC will do a site check to help them place their AED in the best location and to set up emergency procedures.

BUDGET

Our Portion: \$75,000-----Our Alliance has a \$1.5 million endowment. Each year we take a percentage of that endowment and give grants to non-profits. In 2009 instead of giving grants we used our endowment allocation to purchase 62 AED's at around \$1200 per machine.

MEDIC provided the trainings.

\$15.16 per person or roughly \$760 per organization (50 people).

Instructor Cost

Student Training Book

Lucky Hearts Pin

Lucky Hearts Sticker

Food

F1

Project: Fashion Fabulous

Alliance: Madison County Medical Alliance

Project Summary: Fundraising had become a necessary evil for our alliance. The committee co-chairs searched for new ideas. In the storage attic they found notebooks containing an old idea, a fashion show! Past shows had been very successful and a show had not been held in several years. The result was a revival.

A luncheon and fashion show was held at a local hotel ballroom, featuring a three-course meal provided by a nationally known restaurant. The event was advertised in local radio, television and print media outlets, including the alliance newsletter. Co-sponsors of the event were local physicians, banks, hospital, insurance and real estate agents. Local

boutiques and trunk show vendors furnished fashions. The show was directed by a regional modeling agency utilizing professional models as well as local children. Hair and cosmetics were styled by an area salon and day spa.

Two additional features of the event were a raffle of jewelry donated by local merchants and an alliance member makeover sponsored by a community physician and participating vendors. A drawing was held at a monthly alliance meeting for the winner of the hair, cosmetic and clothing makeover. Conducting the drawing at the general membership meeting was an effort to encourage attendance. The identity of the winner was secret until she was presented on the runway at the show, along with her before and after photos.

Budget

Income

Ticket sales (\$50 X 100)	\$5000
Corporate sponsors	\$5750
Physician table sponsors	\$2500
Raffle	\$2000
Total income	\$15,250

Expenses

Ballroom rent	\$900
Food	\$3000
Models	\$1000
Printing, invitations, postage	\$1000
Advertising	\$600
Decorations, favors, flowers	\$1000
Total expenses	\$7500

Profit \$7750

F2

Project: "A Totally Wicked Evening"

Alliance: Summit County Medical Alliance

Project Summary: "Wicked," the Broadway musical, inspired our Alliance president and we incorporated the theme of "Helping Others by Doing Good" into our event "A Totally Wicked Evening."

Our co-chairs became Elphaba and Glinda the major characters from "Wicked."

The evenings' ballroom was staged as the Emerald City in green and black. Centerpieces were crafted from glass vases with glow lights, twigs, feathers and old witch-like shoes. Each place setting was adorned with chocolate witch hats and green lights. Our yellow brick road lead to a locked gate in the Emerald City. Keys were sold to unlock the gate.

The lucky winner was able to click their heels and enjoy a trip to New York City to see Wicked on Broadway. A generous benefactor ensured that all funds from key sales applied directly to our fund raising goal.

Our Alliance has been shaped and changed by members who have come before us. To highlight this, we invited all past-presidents of our Alliance to attend the event and be recognized. Members who have not been recently active were made part of our current efforts. A video slide show presentation, accompanied by the song “For Good,” depicted every past-presidents' photo available from our archives. Tears were shed as we listened to the lyric “Because I knew you, I have been changed for good.” Each Past-President was then announced, escorted to the podium and given a certificate of appreciation.

Given our purpose of raising funds for community projects, we minimized our costs by hand making decorations, and self producing our video. Programs and wine were donated. Our venue and menu choices were balanced by appropriate ticket prices and corporate donations. Our strategy of inviting past-presidents, including corporate sponsors coupled with generous physician and spouse involvement enhanced attendance. Our funding included \$29,000 in corporate contributions, \$13,500 from ticket sales and \$25,000 from auction items. Our expenses including meals, entertainment and printing costs totaled approximately \$14,000.

Our event was both a success and “A Totally Wicked Evening!”

S1

Project: Nurse Family Partnership S.A.V.E. Meeting and Baby Item Drive

Alliance: Greenville County Medical Society Alliance

Project Summary: This S.A.V.E. program highlighted the Nurse-Family Partnership (NFP), a nurse home visiting program that improves the health, well-being and self-sufficiency of first-time, low-income parents and their children. Dr. Amy Picklesimer, an OB/GYN and head of our county’s NFP, along with nurse, Lisa Skinner, introduced the program to the Alliance membership at our S.A.V.E. meeting in October 2009. A Baby Safety-Item Drive was held in conjunction with the presentation, for which members were encouraged to bring child safety items, children’s books, parenting books, and nursing supplies, etc. Since grant funding for the NFP does not cover basic baby safety items or education items for the parents, donations were greatly needed and appreciated.

Our Alliance members in attendance were overwhelmed by the presentation provided and learned a good deal about the needs of our community through their descriptions of the work NFP provides. The NFP sends highly educated and trained registered nurses on home visits to pregnant women who have voluntarily enrolled in the program.

The NFP nurses and their clients work together to achieve three goals:

- Improve pregnancy outcomes by helping women engage in preventive health practices, including prenatal care, improving their diet, and reducing their use of cigarettes, alcohol, and illegal substances

- Improve child health and development by helping parents provide responsible and competent care
- Improve the economic self-sufficiency of the family by helping parents develop a vision for their own future, plan future pregnancies, continue their education, and find work.

The following national statistics show the success of NFP's efforts:

- 39% fewer injuries in children
- 56% reduction in emergency room visits for accidents and poisonings
- 48% reduction in child abuse and neglect
- 50% reduction in language delays
- 67% reduction in behavioral/intellectual problems

The presentation was held in conjunction with our October General Membership Meeting and was sponsored by a local interior design company. It was held at the home of one of the company's clients so they could showcase their design work to our members. They provided all food and refreshments for attendees, so there were no costs associated with this event.

S2

Project: Hands Are Not For Hitting Banner Project and S.A.V.E.

Alliance: Mesa County Medical Society Alliance

Project Summary: Alliance Brings SAVE to Community

Our Alliance has been involved with SAVE soon after its inception in 1995. Its initial effort to bring SAVE to the local community was to donate the *I Can Choose* activity books to local elementary schools. To increase the impact and educational value of SAVE, the Alliance created a *Hands Are Not for Hitting* Project for the second grade classrooms in the community providing a toolkit containing banner materials and tempera paint for the 2nd graders to make a classroom *Hands Are Not for Hitting* banner. Also included in the toolkit are placemats, *Hands Are Not for Hitting* workbooks, flash cards, stickers, music tape, a *Hands Are Not for Hitting* T-shirt, and lesson plan, which includes a variety of teaching suggestions.