



AMA Alliance–AMA Foundation Connection

January 2008

Welcome to the AMA Alliance – AMA Foundation "Connection" e-newsletter, which you will receive monthly, after the latest monthly [contribution report](#) is posted online. The newsletter will inform you of the AMA Foundation's latest activities and provide dates, deadlines, facts and ideas to help make your fundraising efforts successful.

In this issue:

- [1. Highlight Fund: Health Literacy](#)
- [2. Uniting for the Future of Medicine](#)
- [3. Fundraising Tip of the Month](#)
- [4. Celebration of Giving](#)
- [5. Letter of Appreciation from a Scholars Fund Recipient](#)

1. Healthy Literacy

Health literacy is the ability to obtain, process, and understand basic health information and services needed to make appropriate health decisions and follow instructions for treatment. This includes how to accurately take a prescription, give informed consent for a procedure, and navigate health insurance forms. Since 2000, the AMA Foundation has been providing educational tools for clinicians to help them understand health literacy and its impact on public health.

One such educational tool is the health literacy kit "Health literacy and patient safety: Help patients understand." Recently updated from previous editions, the kit has garnered broad recognition as an effective way to introduce this important topic. It visually demonstrates the general scope of health literacy and provides practical tools to improve physician-patient communication. It contains an instructional video, an in-depth manual for clinicians, and more. Kits can be purchased for \$35.

The newly released 68-page patient safety monograph, "Reducing the risk by designing a safer, shame-free health care environment," explores how ineffective communication and low health literacy combine to affect patient safety, provides tools to decrease communication-related adverse events at a system wide level, and helps physicians initiate changes toward a safer and shame-free practice environment. As a bonus, one Safe Communication Universal Precautions tip card is included and can serve

Did you know?

- It is estimated that more than 89 million American adults lack adequate health literacy. This costs the health care system billions of dollars every year since patients with limited health literacy are twice as likely to be hospitalized and twice as likely to report poor health.
- Anyone of any age, income, race, reading level, or educational background can find it challenging or difficult to understand health information.
- Many people who struggle to understand written and verbal information hide their confusion from their doctor because they're too ashamed or intimidated to ask questions.

as a take-away reminder of the tips featured within the monograph. The patient safety monograph can be purchased for \$15.

To order these resources, visit www.amafoundation.org/go/healthliteracy

Note: If you are planning a health literacy presentation in your community, you may be eligible to receive one complimentary copy of the health literacy kit. Contact [Harry Bauer](#) to complete the Health Literacy Kit Request Form.

2. Uniting for the Future of Medicine

The AMA Foundation's *Uniting for the Future of Medicine* campaign has surpassed \$3 million! Volunteers succeeded in raising over \$100,000 in November and December for the campaign - one donor at a time. The Foundation also received a generous \$500,000 donation made by Pfizer, Inc. to the Healthy Communities, Healthy America free clinic grant program.

Thanks to the many volunteers who go above and beyond for the AMA Foundation! To find out more about the campaign or to donate, contact Anne Smith, AMA Foundation Fundraising Coordinator, at anne.smith@ama-assn.org or (312) 464-4701.

3. Fundraising Tip of the Month

It is common as a new year begins for us to make resolutions to do something different in our lives. Often these resolutions involve improving our health. Consider the words of bioethicist Stephen Post, Ph.D., coauthor of "Why Good Things Happen to Good People" who says, "If you want a better life, better health and the sense of being connected and hopeful in this world the answer is to give." Use the idea of a new year resolution as a call for donations. Ask members to resolve to give to the AMA Foundation in 2008 in support of the far reaching impact these funds have in the medical community.

4. Celebration of Giving

The AMA Foundation is accepting donations for its *Celebration of Giving* event taking place again this year, **Friday, June 13, 2008** - preceding the AMA Annual House of Delegates Meeting in Chicago. You can help by making a contribution through the **Celebration Donor Booklet** and have a personal message or thank you printed to highlight and celebrate the spirit of giving. These spaces are available at quarter (\$250), half (\$500) and full pages (\$1000). This year's event focuses on networking. There will not be a silent or live auction. During the event, the Foundation will hold a raffle.

To find out more about the *AMA Foundation Celebration of Giving* event or to support the Foundation through a booklet sponsorship, please contact Anne Smith, AMA Foundation Fundraising Coordinator, at anne.smith@ama-assn.org or (312) 464-4701.

5. Letter of Appreciation from a Scholars Fund Recipient

The Scholars Fund brings great rewards to medical students across the country. It validates our hard work when a student expresses gratitude over the award's impact. Here is a letter from one such student:



Being a recipient of the American Medical Association Foundation Scholars Fund Scholarship... is truly an honor. For me, this award is not simply a scholarship. To me, it validates my presence in medical school and solidifies my decision to become a physician. ...I began my college career as a journalism major and continued on this career path for 3 years. I found myself wanting to attend medical school but had no background in medicine whatsoever. I threw myself into preparation for medical school: obtaining a Biology degree, shadowing physicians and working full-time at a hospital as a phlebotomist in order to gain experience in the medical community. The pre-med world was more cutthroat than the journalism world. Despite staying at the top of my class, I always felt like an outsider. After all, I had not wanted to go to med school "my entire life" as many of my classmates did. I worked hard...and even after being accepted to medical school, I had it in my mind that I would have to work twice as hard as my classmates to pass. Given my...insecurities regarding my place in medicine, one can imagine how fortunate I feel to have received this prestigious award from the (AMA Foundation and AMA Alliance). To me it means I belong in medical school, that I have succeeded in deserving the honor of one day becoming a physician. I no longer lack the self-confidence I had when I first entered medical school. I would like to thank the North Dakota Medical Alliance for raising the money for this prestigious scholarship and for bestowing this honor upon me.

Sincerely,

Ashley Marek
Third-year medical student
University of North Dakota School of Medicine and Health Sciences

[Register online](#) for the **AMA Alliance Capitol Conference** at the AMA National Advocacy Conference in Washington, D.C. Be a part of the AMA Alliance's educational sessions on Monday, March 31st, which include a fundraising session from 3 to 4 p.m. Learn tips and strategies in this session to improve all of your fundraising efforts. Close off your day by attending the AMA Foundation's Excellence in Medicine Awards dinner and

ceremony. It's a rewarding weekend that should not be missed!

Wear your Alliance colors at your next fundraiser! Visit the [AMA Alliance website](#) to purchase the new Alliance logo wear.

DATES AND DEADLINES

February 26, 2008	Cut-off date for room reservations at the AMA Alliance Capitol Conference.
Late February	State chairs, contact your medical school deans. Make sure that deans received their commitment letter from the AMA Foundation detailing the funds available.
March 31	AMA Alliance Capitol Conference Excellence in Medicine Awards Dinner and Ceremony Washington, D.C.

If you have any questions or needs, please contact [Harry Bauer](#) at (312) 464-4470, or visit www.amaalliance.org.

[Unsubscribe from AMA Alliance-AMA Foundation Connection](#)

Forward email

SafeUnsubscribe®

This email was sent to leia.vincent@ama-assn.org, by harry.bauer@ama-assn.org
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by

