



For Members of  
The American Medical Association Alliance

March 2009

## In This Issue

[Alliance News & Web Updates](#)

[Member Survey Results](#)

[Network News](#)

[Screen Out! News](#)

[AMA Alliance Launches Blog for Young Physician Families](#)

[Medical Students Promote Cover the Uninsured Week](#)

[Calendar of Events](#)

[Health Headlines](#)

[Help the Alliance Grow!](#)

## Alliance News & Web Updates

**Celebrate Doctors' Day**  
Show gratitude to the physicians in your life by celebrating the upcoming Doctors' Day on March 30th. [Click here](#) for ideas on celebrating Doctors' Day.

**Award Deadlines**  
Make sure not to miss the upcoming deadlines for the LEAP and MDP awards.  
LEAP Awards: March 31  
MDP Awards: May 4

**Read it Here: The truth about the AMA view of the economic stimulus package**  
[Click here for full details...](#)

**Alliance Capitol Conference Follow-up** The AMA Alliance Capitol Conference-Winter Session took place on March 9-11, 2009 in Washington, D.C.



Check the Web site [Leadership File](#) over the next week for follow-up materials, including handouts, slide shows and much more.

**2009-10 Slate of Candidates**  
The Nominating Committee elected by the 2008 House of Delegates met in Chicago, March 14 and 15. [Click here](#) to find out the slate of candidates proposed for elective

## Welcome to *E-Connection*

*E-Connection* is a supplement to the AMA Alliance member magazine *Connections*, and is designed to keep you informed of everything new and upcoming at the AMA Alliance.

Please let us know what you think of *E-Connection*. Email your comments to [Leia.Vincent@ama-assn.org](mailto:Leia.Vincent@ama-assn.org).

## Screen Out! News

### New York Times Article Features Alliance's Screen Out! Program

The February 25th edition of *The New York Times* spotlights the Alliance's Screen Out! program which addresses the problem of tobacco in Hollywood by demanding that future youth-rated films be tobacco-free and break the ties between the entertainment and tobacco industries. The article draws attention to Screen Out's disapproval of multiple scenes where American Spirit cigarettes are brand identified in the recent youth-rated movie "He's Just Not that Into You." The article quotes support from Screen Out! Director Melissa Walthers as well as a spokesman for Santa Fe Tobacco, the manufacturer of the cigarettes featured in the movie. A Warner Brothers spokesman declined to comment. [Click here](#) to read the article.



To show your support for the Screen Out! initiative, please sign the online petition.

## Network News

### International Breast Milk Project

The mission of the International Breast Milk Project (IBMP) is to help ensure that every infant in the world has access to donor human breast milk when their mother's own milk is not available. They raise awareness for the need for donor milk, organize donors and supply milk to infants in need around the world.



In April 2006, IBMP was founded by Alliance member Jill Youse who realized she had a freezer full of breast milk and didn't want it to go to waste. She searched online for somewhere to donate her breast milk and found that an orphanage in Durban, South Africa needed donor milk for HIV-positive infants. After sending her surplus of milk to these children, the local media ran a story about her small project, and over the next couple years, IBMP became a worldwide movement. The project was mentioned by [Charles Gibson on ABC World News](#) and [Oprah Winfrey](#).

Now, the organization needs help to expand their operation to be able to take in more donations and help more children in need. "Just three years ago, we had 1 milk donor - me," said Youse. "Today, we have grown to nearly 600 applicants per month. And due to such an outpouring of support, we have grown faster than we

office for the year 2009-10.

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can keep up with. We will not be able to accommodate the generosity of all the moms who want to join us in donating this precious gift. Unless we act now."

Jill Youse and the IBMP Board of Directors has set a goal to raise \$160,000 in 90 days. \$160,000 will help cover the costs for an additional 400 moms to donate milk. A contribution of just \$16 will help cover the average cost in the U.S. for processing a four-ounce bottle of breast milk. Or a \$400 contribution will help cover the cost of donation process for a new mom, from coolers on her doorstep to milk arrival in Africa.

"Our goal is to welcome as many donors as quickly as possible to make contributions of \$16, \$32, \$64, \$128, \$400 or more so that moms are not turned away and infants in Africa don't have to wait a day longer for life-sustaining milk," said Youse.

Those wanting to support this international cause can make a [financial contribution on the IBMP Web site](#) or can [donate on Facebook](#).

Click [here](#) to read more about the International Breast Milk Project...

## Member Survey Results

We promised to share the results of the surveys with Alliance members, and we intend to keep our word. The survey that appeared in the January/February issue of *E-Connection* had a very good response rate. There were 103 completed surveys and the responses gave us a small glimpse into our membership.

Out of the 103 respondents, 92 percent were a physician spouse, one percent was a medical student spouse, seven percent were other, including a few physician spouses and a couple re-married widows of deceased physicians.

While only one percent of respondents was between the ages 19 and 30, and ages 30-50 comprised 22 percent of the surveyors, the overwhelming majority, 78 percent, were age 50 and above.

Of the 103 members who completed this survey, 97 percent were female while three percent were male, and 95 percent had children, either dependent or independent.

To find out how closely our membership is linked to the AMA, the survey asked "Is your spouse an AMA member?" Responses showed that 75 percent were married to AMA members.

The open-ended comments at the end of the survey ranged from both very positive to those suggesting changes for the Alliance. Responses included:

- I think that the Alliance needs to market the AMAA and AMA more.
- I love this organization and I think the leadership and staff are doing a wonderful job.
- Just as a matter of information... since I was a resident spouse, I have never felt that the AMAA has ever made an effort to involve, recruit or maintain "young" members. My mother was very involved as an AMAA member on a local and state level, but by the time I got in, it seemed it became a "good old girls club."
- There needs to be more connection between the states and the AMA. The younger physicians need to become involved in both the state and national organizations.

- This will be my final year being a member of the AMA Alliance due to the focus turning away from traditional values and bending to the politics of "alternative" lifestyles.
- I support the Alliance in their educational and charitable efforts.

Please know that we take all responses into consideration and thank you to all those who have participated in this survey.

## Health Headlines

### Overweight preschoolers raise their heart disease risk

Statistics from the U.S. Centers for Disease Control and Prevention show that almost 25 percent of toddlers age 2 to 5 years old are overweight, and new research is showing that signs of cardiovascular disease risk factors are already beginning to appear in that age group.

The percentage of overweight children gradually increases with age. While these risk factors are not a surprise in overweight people, the fact that they are presenting at such a young age proves that parents need to step in and monitor diet and exercise more closely. The Academy of Pediatrics now recommends cholesterol screenings for children as young as 2 years old.

Click [here](#) to read more.

### Americans report cutting back on health care due to economy

According to the Kaiser Family Foundation's February Health Tracking Poll, more than a third of Americans reported not seeking physician care for medical problems, tests or treatment and instead opted for over-the-counter drugs or home remedies due to cost.

According to the poll, most reported that health care reform was on the top of their list of priorities that they want to see the Obama administration work on improving.

Click [here](#) to read more.

### 10 'secrets' you shouldn't keep from your doctor

From finances to sex, bathroom habits to spousal relationships, herbs to illicit drugs, CNN.com has assembled a list of 10 things you should always be open with your doctor about. While certain topics are uncomfortable to discuss with a stranger, small details are often very important, and if left out can be deadly.

Click [here](#) to read more.

## AMA Alliance Launches Blog for Young Physician Families

The AMA Alliance is pleased to announce a new blog for families of physicians-in-training. The blog will provide a forum for medical student spouses and resident spouses to discuss issues they face as young medical families. In addition, the blog will provide resources on topics such as family-oriented activities, financial concerns, connecting to a new community after Match Day, work/life balance and

more. To learn more, visit the Physicians-in-Training blog at <http://physiciansintraining.blogspot.com>.

## Medical Students Promote Cover the Uninsured Week

The AMA's Medical Student Section (MSS) has been very active in supporting efforts to cover the uninsured. Last year, more than 50 MSS chapters organized events during Cover the Uninsured Week in addition to year-long efforts to support this national service project.

"As part of our ongoing efforts, we are proud to support the 2009 Cover the Uninsured Week from March 22 to 28 this year. We would greatly appreciate and encourage all Alliance members to help in this campaign at the local level and to contact the national Alliance for the names of our MSS contact in their area," said Jessica Nguyen-Trong, AMA Council on Legislation Student Representative.

[Click here to read more about Cover the Uninsured Week...](#)

[Click here to read more about the Cover the Uninsured project...](#)

If you are interested in contacting your state MSS chair, send an email request to [amaa@ama-assn.org](mailto:amaa@ama-assn.org).

## Calendar of Events

The AMA Alliance posts "Save the Date" items two weeks or more prior to the event date or registration deadline. For a full listing of events go to [www.amaalliance.org](http://www.amaalliance.org).

**March 25, 2009:** Physicians Involved in Tennessee Capitol Hill Day for western Tennessee

**April 3-4, 2009:** Tennessee Medical Association Alliance Annual Convention, Nashville, TN

**April 4, 2009:** Roanoke Academy of Medicine Alliance Foundation Eleventh Annual Book and Author Dinner

**June 14-16, 2009:** AMA Alliance Annual Meeting

**October 4-6, 2009:** Leadership Development Conference - Fall Session

**January 29-30, 2010:** Southern Regional Conference - Raleigh, N.C.

**March 2010:** AMA Alliance Capitol Conference - Winter Session/AMA National Advocacy Conference

**June 13-15, 2010:** AMA Alliance Annual Meeting

**September 26-28, 2010:** Leadership Development Conference - Fall Session

Does your state or county Alliance have an upcoming event? Get it listed in the "Save the Date" section of the AMA Alliance E-Connection. E-mail your event information to Leia Vincent at [Leia.Vincent@ama-assn.org](mailto:Leia.Vincent@ama-assn.org).

[For more information about these events, or for a full calendar listing, click here...](#)

## Help the Alliance Grow!

AMA Alliance members network to help each other through the stresses of medical life. New membership will make a difference to the family of medicine, as well as support the work we do to benefit the health of our communities and secure the future of medicine in America. We urge each member to ask your spouse, a friend or colleague in your medical community to join us during this critical year for health care reform.

[Click here to become an Alliance member today!](#)

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