Sharron Coffie, an Educator at Heart

If you happened to stop at the Piggly Wiggly in the Midtown Shopping Center on Saturday mornings this spring, you would have seen Sharron Coffie, MS, RN, CNS-BC, providing cardiac and nutrition education to the shoppers during healthy cooking demonstrations.

In June, she was a keynote speaker at the American Heart Association (AHA)’s Dancing with the Heart event to raise funds for cardiovascular disease research and help improve stroke outcomes for African American and Hispanic communities. A clinical nurse specialist in cardiology at Froedtert Hospital, Sharron is an active member of the National Black Nurses Association and the AHA’s Health Equity Board. She volunteers at numerous community events as part of her personal commitment to reduce health disparities.

Her passion for cardiovascular health began after losing her youngest sister to complications of heart failure. “Vanessa was a registered nurse who was both compassionate and generous. She did not share much about her condition with our family and did not follow the self-management behaviors that I teach about today. At the time of her diagnosis, I didn’t know she was at risk for early death, or that there were best practice guidelines that could have been followed to improve her condition and quality of life. She passed away with me never knowing if I could have impacted her survival.” shares Sharron.

“I volunteer because it is the right thing to do,” says Sharron. “High blood pressure, which can lead to a heart attack and stroke, is called the ‘silent killer’ because people may not know they have it and may not be educated about the signs, symptoms or self-care behaviors that can improve health and survival. I am working to change that.”

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On Saturday, June 25 the Cream City Medical Society (CCMS), Milwaukee’s membership organization for African American physicians, hosted a “Celebrating Healthy Families and Take the Test, Take Control” health fair at the Pieper-Hillside Boys & Girls Club. In recognition of national HIV testing day, the free event provided HIV awareness and testing, as well as an array of health screenings, assessments and wellness information.

Dr. Natasha Travis, internal medicine physician at Froedtert & The Medical College of Wisconsin and CCMS past president, chaired the event which attracted hundreds of participants, including over 180 community volunteers. “Every racial and ethnic group in Wisconsin reported a decline in HIV infections in 2010, except for African Americans,” notes Dr. Travis. “As African American health care providers, we place a priority on leading in the fight to eliminate health care disparities, which cannot be done without attention to disparities related to HIV.”

In addition to HIV testing, the health fair offered STD testing and education, tobacco cessation readiness assessments, human papilloma virus (HPV) immunizations and screenings for heart disease and diabetes. Froedtert Hospital nurses JoAnn Lomax, Helen Evans and Sharron Coffie volunteered at the event. “One of the goals of the Milwaukee Chapter of the National Black Nurses Association is to increase our members’ participation in health care venues in our community,” says JoAnn Lomax. “Our nurse volunteers provided education and counseling to visitors on topics ranging from safe sex practices to recognizing stroke symptoms. It was a great turnout and experience for all involved.”
Froedtert Hospital has had a partnership with Progressive Community Health Center (PCHC), formerly the Westside Healthcare Association, for many years. Earlier this spring, Froedtert executives and service line leaders had an opportunity to get to know more about PCHC’s Lisbon Avenue Clinic and the Washington Park neighborhood it serves. Twenty-two Froedtert and Medical College leaders participated in half-day bus tours of that community, to meet with some of the organizations making a positive impact in lives of Westside residents.

Participants toured a blighted house undergoing rehab, the Urban Ecology Center, the Lisbon Avenue Clinic and Westside Academies, the MPS school at which Froedtert provides a school nurse. They also met with representatives from organizations such as Our Next Generation, United Methodist Children’s Services and ACTS Housing. One Froedtert leader shared, “I was impressed by the integration of all the agencies working for a common cause, and how taking one small step at a time can make such a significant difference in the neighborhood.”

Facilitated by the Local Initiatives Service Corp (LISC) a neighborhood revitalization agency, the tours provided an overview of the Westside community and introduction to the Washington Park Partners, an alliance of agencies helping to make the neighborhood a better place to live, work and play. “The collaboration of people and organizations that make up the Washington Park Partners is an example of neighborhood transformation—one that happens when ordinary people come together to have an extraordinary impact,” said Chris Boston, director of Sustainable Communities at LISC Milwaukee.

Each tour was capped off with lunch at Our Next Generation, catered by Amaranth Bakery & Café, located near 34th and Lisbon. Dave Boucher, Amaranth owner and publisher of the neighborhood newspaper, Washington Park Beat, enjoyed meeting with the Froedtert leaders over lunch and sharing his experiences as a business owner and community advocate. “I’ve seen so many good things happen in this neighborhood,” said Dave. “Where there used to be crime and speeding traffic, we now have community gardens and vitality. The Washington Park Partners are making a difference.”

To learn more about the Westside and Washington Park neighborhood, and how you might get involved, please contact Jean Davis-Mallett, Froedtert Hospital’s community partnerships manager. And, you can take a ‘virtual tour’ by visiting the sites below:

- **Our Next Generation** serves children with programs focused on improving educational outcomes and life skills. [www.ongkids.org](http://www.ongkids.org)
- **Urban Ecology Center** provides an ‘outdoor laboratory’ in Washington Park for environmental and science education for urban youth. [www.urbanecologycenter.org](http://www.urbanecologycenter.org)
- **United Methodist Children’s Services** provides safe, affordable housing, on-site social services and childcare within a comprehensive program designed to enable low-income, single parent families to become self-sufficient. [www.umcs-wi.org](http://www.umcs-wi.org)
- **Allied Churches Teaching Self Empowerment / ACTS Housing** is a community development organization assisting families with homeownership opportunities and home improvement services. [www.actshousing.org](http://www.actshousing.org)
- **Lisbon Avenue Health Center** is a Federally Qualified Health Center providing primary and dental health care and support services to over 8,000 patients annually. [www.progressivechc.org](http://www.progressivechc.org)
- **Amaranth Bakery & Café** offers local, fair trade and organic food, a community garden and arts events. Find them on Facebook!
Community Benefit is most commonly defined as: “a planned, managed, organized and measured approach to a health care organization’s participation in meeting identified community health needs. It implies collaboration with a “community” to “benefit” its residents—particularly the poor, minorities and other underserved groups—by improving health status and quality of life.

Froedtert Hospital’s community benefit framework is to improve the quality of life in the communities we serve through healthcare programs and services that are measurable, accessible and culturally appropriate; recognizing the greatest opportunity for impact is in Milwaukee’s underserved, urban population.

Froedtert’s community benefit department focuses on addressing health disparities, community capacity building and programs that train the next generation of healthcare workers.

To find out how you can get involved with the Froedtert Cares Community Service Program, please contact Jean Davis-Mallett (805-0445 / jdavisma@froedtertheatlh.org)

Stay informed about Froedtert’s community benefit programs by visiting froedtert.com / About Us / Our Commitment to Community, or through the Intranet under Inside Froedtert.