

COMMUNITY BENEFITnews

A PUBLICATION FOR STAFF

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staff PROFILE

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 heart 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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Health Fair with a Focus on HIV

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."



Cream City Medical Society received a proclamation from the City of Milwaukee naming June 25, 2011 Milwaukee's National HIV Testing Day. (L - R) Dr. Alicia N. Walker, Cream City Medical Society; Dr. Sharniecia Norman, Froedtert & The Medical College; Paul A. Biedrzycki, Milwaukee Health Department; Dr. Natasha Travis, Froedtert & The Medical College; Jasmine Johnson, Pfizer Inc; William Borzon, Milwaukee Health Department

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."

Faculty Institute Provides "Real World" Experience for MPS Teachers



Froedtert & The Medical College of Wisconsin hosted a Faculty Institute for Milwaukee Public Schools (MPS) teachers on June 17 that provided in-depth shadowing experiences for educators in STEM (Science, Technology, Engineering and Math) and Biomedical Sciences.

Eleven MPS teachers enhanced their knowledge of healthcare and technical careers while shadowing in a variety of hospital settings and interacting with HR leaders from the Medical College of Wisconsin (MCW) and Froedtert. One teacher shared, "My overall experience was unforgettable. It provided pertinent health career information to integrate into the curriculum. This experience will help me create motivating and up-to-date lesson plans."

Froedtert departments that provided shadowing for the MPS faculty included: bone marrow transplant lab, reproductive medicine, cardiology, neuro rehab, radiation oncology and pharmacy. The Institute also presented current workforce trends and perspectives by leaders from human resources, diversity & inclusion and the school of radiologic technology. Dr. Andrew Norton, Froedtert Hospital's chief medical officer capped the day by stressing the importance of critical thinking, problem solving and 'learning to be a learner' for a successful career in healthcare. Perhaps the most memorable presenter of the day was Tia Vernon, a third year MCW student and MPS graduate, who shared the cultural, personal and academic challenges that have threatened – but not derailed her dream of becoming a physician.

Lauren Baker, MPS coordinator for career and technical education noted, "Our staff really benefits from getting a behind-the-scenes view of today's health care industry. The Faculty Institute not only gave solid data on occupations in the health care field, it also gave lasting impressions that can only be left by face-to-face interactions with current experts. I have already shared this model with several business partners from other industries, challenging them to live up to the bar set by Froedtert."

"Froedtert Hospital's mission includes a commitment to growing the next generation of health care professionals, and we appreciate the vital role that high school educators play in preparing the future healthcare workforce," explains Clare Reardon, executive director of community affairs. "As eastern Wisconsin's academic medical center, we are uniquely positioned in this market to provide faculty education that benefits the community. In today's environment, school districts increasingly look to employers and the private sector to enhance the content of their curricula and the professional development of their staff. We are proud to have created an innovative program that provides teachers with an interactive experience that helps them prepare their students for a health career path."

Getting to Know the Westside & Washington Park Neighborhood

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."



Froedtert leaders heard from Kim Lindroth, school nurse, and Jim Sonnenberg, principal at Westside Academies on their neighborhood tour.

TO LEARN MORE

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
- **Urban Ecology Center** provides an 'outdoor laboratory' in Washington Park for environmental and science education for urban youth. 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
- **Allied Churches Teaching Self Empowerment / ACTS Housing** is a community development organization assisting families with homeownership opportunities and home improvement services. 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
- **Amaranth Bakery & Café** offers local, fair trade and organic food, a community garden and arts events. Find them on Facebook!

An Educator at Heart

In addition to her work in the community, Sharron serves as a clinical nurse preceptor and mentor for nurses pursuing their master's degree towards a Clinical Nurse Specialist (CNS) designation. In recognition of her dedication, she was selected as the 2011 CNS Preceptor of the Year by the National Association of Clinical Nurse Specialists. "Everyday I am surrounded by educators, role models and mentors who have created a patient centered environment at Froedtert and the Medical College," says Sharron. "As a member of an academic medical center, I can learn and grow from the best. I get to be involved in research, innovative nursing practices at a Magnet designated facility and contribute to patient care teams applying evidenced based practice on a daily basis."

When asked what's on the horizon, Sharron shared her plans to train laypersons in CPR and to become advocates for heart health. She is also leading a charge to improve health literacy by raising awareness among other health care providers.

An educator at heart, Sharron finds her work gratifying and knows how important it is to raise awareness about heart disease and stroke – especially among people of color. Sharron notes, "I really want other RN's and healthcare providers to get inspired to volunteer and give back to the community. Saving lives has to move beyond our hospital walls."

Froedtert Minority Scholars

Since 2004, Froedtert Hospital has funded a scholarship program for underrepresented students at the University of Wisconsin - Milwaukee, College of Health Sciences. Recognized at the college's recent awards event were Froedtert Scholars (L - R) Mailee Vang, Ciarra Taylor, Saah Shaffa, Alfred Jefferson, Jr. (Froedtert Health), Elizabeth Flores, Christopher Beal and Monique Graham (Froedtert Health).



To the Froedtert Hospital Administration

I am so fortunate and appreciative to have been chosen as one of the recipients of the Froedtert Minority Scholar Award. Thanks whole heartedly for your kindness and willingness to sponsor this scholarship.

I am currently a senior student at UWM's College of Health Sciences, majoring in Biomedical Science, sub-major in Medical Laboratory Science. I am expected to graduate in May 2012 with a Bachelor's degree. Although I am a full time student, I am also a part time student researcher and a certified pharmacy technician working at a local pharmacy.

By awarding me this scholarship, I will be able to focus on the most important aspect of my education – learning. I am truly grateful for the assistance from Froedtert Hospital and cannot stress how this has inspired me to work harder. Hopefully someday, I will be in the position to return the favor as a professional, a teacher or a scholarship donor.

Once again, I am very grateful for the award.

Sincerely,

Saah Kobina Shaffa

WHAT IS COMMUNITY BENEFIT?

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@froedterthealth.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**.

