

DIRECTIONS

PHMC PROVIDES SERVICES AT 50 SITES ACROSS REGION

SPECIAL ISSUE
FALL/WINTER
2005
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ChildLink Delaware County Celebrates 2nd Anniversary

Last summer, PHMC welcomed two new organizations to its service network: the Joseph J. Peters Institute, a Philadelphia-based mental health agency that provides assessment and treatment in the area of sexual abuse, and La Comunidad Hispana, a Chester County organization that serves low-income individuals and families, primarily those of the Latino community. Because of these new partnerships, PHMC employees—numbering more than 1,000 for the first time since PHMC was created in 1972—serve residents at more than 50 sites across Southeastern Pennsylvania, Delaware, and New Jersey.

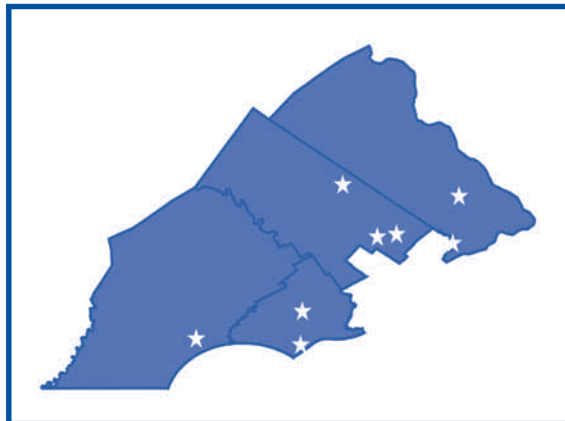


PHMC employees work out of more than 40 sites across Philadelphia.

Every day, PHMC reaches far beyond its administrative office in Center City. PHMC employees assess or treat mental health or substance abuse problems at 13 sites across the region. PHMC nurses run the only primary-care center for the city's homeless population, in addition to running a new primary-care nursing center in Philadelphia's Logan/Olney neighborhood and providing immunizations and checkups at 20 shelters across the city and Community Court. Through its affiliations with the National Nursing Centers Consortium and the Health Promotion Council, PHMC ran smoking cessation, diabetes management, nutrition and cardiovascular health programs in more than a dozen sites across the region in 2004.

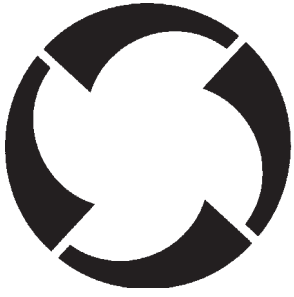
PHMC outreach workers have a strong presence in North Philadelphia communities ravaged by high rates of HIV and AIDS. PHMC employees also operate two transitional housing programs in West Philadelphia, in addition to providing home visiting services to thousands of residents each year.

"PHMC's philosophy is to go where there is need," said Richard J. Cohen, Ph.D., *FACHE*, president of PHMC. "We are fortunate to be welcomed into so many neighborhoods across the region, and we thank our community partners for helping us to be able to provide high-quality services throughout the Delaware Valley."



PHMC employees also work in Bucks, Chester, Delaware, and Montgomery Counties, in addition to the state of Delaware, New Jersey, and Washington, D.C.





CONGRATULATIONS!

The National Nursing Centers Consortium received GlaxoSmithKline's 2004 Impact Award, which honors excellence in the Greater Philadelphia nonprofit community.

To date, four other PHMC affiliates—Health Promotion Council, Interim House, the Joseph J. Peters Institute, and La Comunidad Hispana's Project Salud—have received this prestigious award.

PHMC CELEBRATES ITS COMMUNITY-BASED WORK

A Message from Richard J. Cohen, Ph.D., FACHE

PHMC reached an important milestone in 2004 by providing jobs to more than 1,000 people in our region. What's most exciting about this recent growth is our ability to reach more people in more communities across our area.

2004 brought exciting new PHMC initiatives to Philadelphia residents. For example, PHMC's new **PersonLink** program, which coordinates services for people 3 and up with mental retardation in Philadelphia, allows us to provide more services in people's homes (see pages 4-5). Late last year, PHMC's **Rising Sun Health Center**, a primary care center in Philadelphia's Logan/Olney neighborhood, was awarded Federally Qualified Health Center Status, allowing us to treat residents without health insurance (see page 3). And this past year, the **Health Promotion Council** ran the city's first Spanish-language diabetes management conference in North Philadelphia, free for Spanish-speaking residents of all ages (see page 11).

In recent years, PHMC has expanded its services to respond to needs of the suburban communities that border Philadelphia. For example, through PHMC's recent affiliation with **La Comunidad Hispana, Inc.**, we are now able to serve vulnerable, low-income families and individuals in Chester County, especially those of the Latino community (see page 9). PHMC's **ChildLink-Delaware County** program has reached 900 children since the program began two years ago (see page 12).

From time-to-time, PHMC's expertise is sought outside of the Keystone State. For example, in 2004, PHMC's **Information Systems** and **Research and Evaluation** Units continued to provide services to Delaware's behavioral health initiatives (see page 8), and the **National Nursing Centers Consortium** opened an office in Washington, D.C. to run **Lead Safe D.C.** (see page 9).

I hope you enjoy learning more about PHMC's presence in communities across the mid-Atlantic region. I thank all of our community partners for their support in 2004, and I look forward to working with you in 2005.

Richard J. Cohen, Ph.D., FACHE is President and CEO of the Philadelphia Health Management Corporation.

In Memoriam: G. Fred DiBona, Jr.

Former PHMC board member G. Fred DiBona Jr., President and Chief Executive Officer of Independence Blue Cross, passed away on January 11, 2005. A dynamic leader in Philadelphia's business community, Mr. DiBona fought to increase access to health care for low-income, vulnerable residents of the region through his work with The Independence Blue Cross and Pennsylvania Blue Shield Caring Foundation for Children. In October, Mr. DiBona was recognized by PHMC for his years of service with the 2004 Carl Moore Leadership Award. PHMC is grateful for Mr. DiBona's friendship and his numerous civic and charitable contributions to this community. We will miss you, Fred.



G. Fred DiBona, Jr.

RISING SUN HEALTH CENTER RECEIVES FEDERAL RECOGNITION



Pictured above: Rising Sun staff and community advisory board members celebrate the health center's new name.

In addition to new nursing positions, new services will include social work, behavioral health and prenatal care.

Rising Sun seeks to provide primary health care to residents of the diverse community surrounding the health center. "Nearly half of residents in the area live at or below 200% of the federal poverty index," said Elaine Fox, M.A., Vice President of Specialized Health Services at PHMC. "Because of this grant, people won't be turned away because of their inability to pay."

Benefits of being awarded Federally Qualified Health Center (FQHC) status include a federal grant to support costs of uncompensated care, access to the Vaccines for Children Program for uninsured children, and Public Health Service (PHS) Drug Pricing Discounts for pharmaceutical products.

The health center, guided by a strong community advisory committee, offers a wide array of services, including health care for all ages, health education and counseling, family planning, gynecological services, physicals, and care by a geriatric specialist. Patient hours at the health center are 9 am -12 pm and 1 pm - 3:30 pm Monday to Friday. Rising Sun nurses are also available to speak to community groups on a wide array of health topics, including nutrition, diabetes care, disease prevention, and weight management, among others.

For more information on Rising Sun, contact Ruth E. Reece, C.R.N.P., clinical director, at 215.728.6404 or go to <http://www.phmc.org/nmc/risingsun.html>.

The Rising Sun Health Center, a PHMC primary care center located in Philadelphia's Logan/Olney neighborhood, is one of two nurse-managed health centers in the country that was recently awarded Federally Qualified Health Center (FQHC) status as part of a U.S. Department of Health and Human Services initiative aimed at increasing access to health care services for the uninsured. Rising Sun will use the funds to add more staff and services in order to serve the community.



PHMC's 2004 United Way Campaign

In December 2004, PHMC wrapped up another record-breaking Employee Campaign, raising over \$100,000 for the United Way of Southeastern Pennsylvania. PHMC would like to thank its employees and Board of Directors for their generous support.

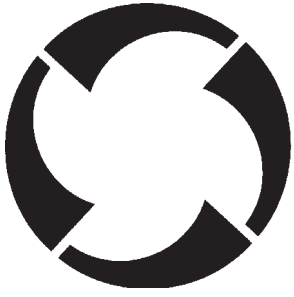


Meet Ruth E. Reece, C.R.N.P., Clinical Practice Director of Rising Sun

Ms. Reece, who has been at Rising Sun since August 2001, sat down with the staff of DIRECTIONS to tell us a little more about herself and her job at PHMC.

Why did you go into health care? I decided to go into the healthcare field because of a deep desire to change the course of people's lives through therapeutic means.

What makes Rising Sun Health Center special? I feel this is a special place because patients feel more like family and friends. The connection is much more personal. Anybody can treat a body, but here we treat the person!



PHMC HOME VISITING PROGRAMS BRING VITAL CARE TO FAMILIES THROUGHOUT PHILADELPHIA

Each day, hundreds of families across the greater Philadelphia region open their doors to PHMC employees who reach people where they are likely to feel most comfortable—in their homes.

Services Coordination in the Home

For example, PHMC's PersonLink, a program that provides supports coordination for people with mental retardation, visits 400 people a month in their homes across Philadelphia and the suburban counties. Funded by the City of Philadelphia's Mental Retardation Services, PersonLink serves people with mental retardation ages 3 and up.



Pictured above: A home visit with PHMC's Intensive Services Program

"We find that families are much more relaxed and able to talk about what their needs are during a home visit," said PersonLink program director Eileen Keenan.

PHMC's ChildLink, a program also funded by the City of Philadelphia's Mental Retardation Services, provides supports coordination for children ages 0-3 with developmental delays or disabilities, and has 70 service coordinators and family support coordinators who contact approximately 2,000 families each month, often in their homes.

"Our program philosophy is to go where our families feel most comfortable," said ChildLink program director Sara Molina-Robinson. "So we spend a lot of time in people's homes, in day care centers, and even in grandma's house."

Home Visits for Mothers With Young Children

Mothers with young children are the focus of Resources for Children's Health's new SAFE home visiting program. With funding from the Philadelphia Department of Public Health's Division of Maternal, Child and Family Health (MCFH), SAFE (also known as Services to Assist Families Excel) offers free services and resources to families with children age birth to two in South Philadelphia. The program, which started in July, has helped over 50 families to date.

Eileen Storm, SAFE program supervisor, said the program is important because "it lends support to the caregiver and helps to promote positive parenting, well-baby care, and healthy outcomes for the family. The goal of the program is to provide caregivers of children, birth through two years old, with the information, resources and support they need to raise healthy and happy children."

Case Management for Formerly Homeless

In addition to reaching out to families in South Philadelphia, PHMC has over 15 years' experience providing in-home case management services to formerly homeless families throughout the city.

PHMC HOME VISITING CONTACTS

PersonLink

Eileen Keenan
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215.922.0647

ChildLink

Sara Molina-Robinson
Deputy Program Director
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SAFE Home Visiting Program

Eileen Storm
Project Director
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215.985.7217

Neighborhood Restoration

Neighborhood Restoration, a PHMC program that began in 2003 with state and federal funding, serves low-income families living in West Philadelphia. Program staff have met with over 75 families in their homes to connect them to services that help build self-sufficiency.

According to Michele Jenkins, assistant director of specialized health services at PHMC, the program provides formerly homeless and low-income families support to maintain their subsidized housing and gain enhanced self-sufficiency.

“We provide integrated, comprehensive, personalized case management services which help families access health and social services to prepare for or retain employment. By providing these services in the home, we alleviate the barriers of child care and transportation issues for the family.”

Intensive Services Program

In addition to programs that target South and West Philadelphia, PHMC social workers visit the homes of vulnerable individuals and families across the city as part of its Intensive Services Program (ISP). Funded by the U.S. Department of Housing and Urban Development (HUD), ISP targets people struggling to live independent lives and conducts six months of home-based therapy in addition to referrals to health and social service programs. The program has helped approximately 200 families since it began in 2000.

“Because we meet clients where they are, we are able to work with them to acknowledge barriers they face and help them overcome those barriers,” said Myra Rosenberg, supervisor of the program.

Fostering a Healthy Home Environment

Social workers are not the only PHMC employees who visit clients in their homes. The National Nursing Centers Consortium, a PHMC affiliate, currently runs three home-based programs.

Healthy Homes

Healthy Homes, a project funded by the U.S. Department of Housing and Urban Development and the Philadelphia Department of Public Health, has brought outreach workers into the homes of 180 Philadelphia families with children since the program began in 2003 to correct home-based health and safety hazards.

Lead Safe Babies

Staff from Lead Safe Babies, a project funded by the Environmental Protection Agency, the Centers for Disease Control and the City of Philadelphia’s Childhood Lead Poisoning Prevention Program, have visited over 3000 homes since the program began in 2000 to educate parents about how they can prevent their children from becoming lead poisoned.

Asthma Safe Kids

Asthma Safe Kids, a program funded by Environmental Protection Agency, has brought nurses, nursing students and outreach workers into approximately 1000 homes since the program began in 2002 to educate families about ways they can reduce home-based asthma triggers.

Tine Hansen-Turton, executive director of NNCC, believes very strongly in the effectiveness of home-visiting programs.

“Nurses have taught me that if you don’t get into the homes where people live, you will not be truly effective as public health practitioners,” she said.

“By providing in-home visiting programs, nurses, outreach workers and nursing students can educate patients on their own turf, build better trust, and understand how their environment truly impacts their family’s health and well-being. Home-visiting is the essence of public health—it is where public health and health care practitioners come together as one.”

PHMC HOME VISITING CONTACTS

Neighborhood Restoration Project

Michele Jenkins
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215.985.6881

Intensive Services Program

Myra Rosenberg
Supervisor
myrar@phmc.org
215.731.2048

Asthma Safe Kids/ Healthy Homes/ Lead Safe Babies

Tine Hansen-Turton
Executive Director
National Nursing
Centers Consortium
tine@ncc.us
215.731.7140



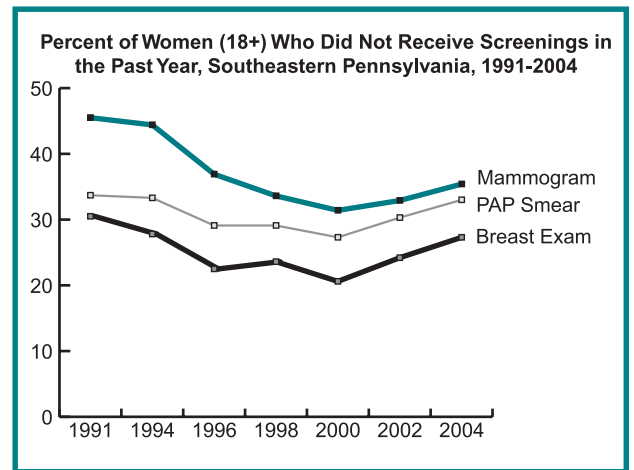
NEW DATA ON REGION'S HEALTH RELEASED

In December, PHMC released findings from its 2004 Southeastern Pennsylvania Household Health Survey, a major telephone survey that examines the health of more than 13,000 residents in Bucks, Chester, Delaware, Montgomery, and Philadelphia counties. The survey, part of the Philadelphia Health Management Corporation's Community Health Data Base Project (CHDB), provides data on a broad range of health topics such as health status, access to care, utilization of services, personal health behaviors, health screening information, health insurance status, women's health, child health, and older adult health and social support needs.

"Our initial findings show that despite advances in medical care focusing on behavior change and improved access to care, the health status of our region's residents has not improved that much," said Lynne Kotranski, PHMC's vice president for research and evaluation, at a presentation for CHDB members.

PHMC's analyses of the new data show several areas of concern that health professionals and administrators across Southeastern Pennsylvania will likely want to address.

For example, rates of preventive health measures—such as mammograms, PAP smears, breast or prostate exams—have dropped consistently since 2000. Rates of children at risk for obesity have increased since 2002. More than half of adults and children in SEPA eat two or fewer servings of fruits or vegetables each day. Exercise levels among young and old in SEPA are not where they should be. Among the uninsured, a sizeable number go without health care, prescription drugs, or dental care due to cost. And ethnic and racial minorities and the poor continue to be disproportionately affected by health problems.



New Data

The 2004 survey contained new questions that will bring a greater understanding of the complex health and social problems faced by Southeastern Pennsylvania residents.

For example, the 2004 survey asked about the prevalence of disability in the region. PHMC analysis shows that 12.2% of adults 18-64 and 34.1% of seniors 65+ report having a sensory or physical disability.

The survey also measured stroke prevalence for the first time. According to the new data, 8.3% of seniors have experienced a stroke. 9.6% of seniors who are male have had a stroke, compared to 7.4% of elderly women.

The survey contains valuable new information about eating habits and physical activity levels in SEPA. For example, one in ten adults—approximately 243,000 people—ate fast food 3 or more times per week in 2004, and nearly one in five (19.5%) SEPA adolescents ate fast food 3 or more times per week. A majority of adolescents (52.3%) ate two or fewer servings of vegetables per day, and nearly one in five (19.4%) adolescents exercised less than 3 times per week in 2004.

NEWS

FROM THE

COMMUNITY

HEALTH

DATA BASE

RECEIVE THE LATEST CHDB ANALYSES!

To Receive the Community Health Data Base Project's Free

Monthly Newsletter, contact

Johanna Trowbridge at johannat@phmc.org

Chronic Disease Prevalence

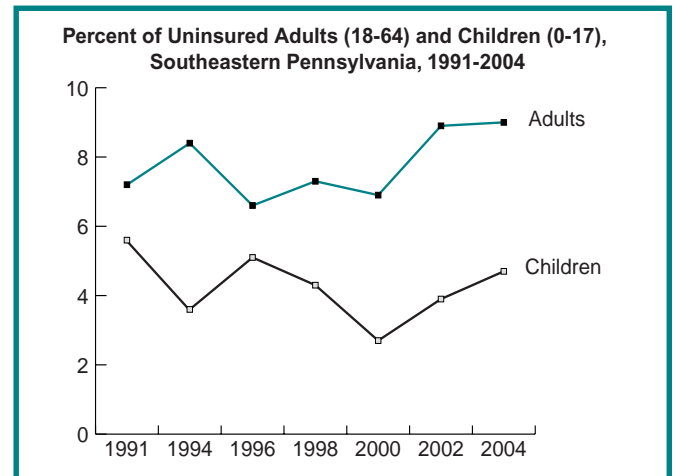
The survey also continued to track chronic disease rates across the region. According to the latest findings, 20.9% of SEPA adults—more than half a million—report having a chronic condition such as asthma, diabetes, high blood pressure and cholesterol, heart disease, cancer, or allergies.

Access to Care Trends

While uninsurance rates for adults 18-64 leveled off in the mid-to-late 1990s, PHMC data show they appear to be rising, mirroring national trends. In 2004, 9.0% of adults 18-64 were uninsured, compared to 8.9% in 2002 and 6.9% in 2000. In 2004, 4.7% of children 0-17 were uninsured, compared to 3.9% in 2002 and 2.7% in 2000.

Social Capital

Recent research suggests that social capital—a feeling of connection to one's community measured by things like civic participation, a sense of belonging, trust in neighbors and a belief that people look out for each other—may have protective health benefits. In 2002, PHMC examined the connection between social capital and health at a local level. In 2004, PHMC expanded its social capital research by examining volunteerism, tenure of residency, and immigration



status. In 2004, as in 2002, the SEPA's suburban counties—Bucks, Chester, Delaware and Montgomery—generally fared better on social capital indicators than did Philadelphia.

This initial analysis is just the beginning of a busy year for CHDB researchers, who plan to release in-depth findings on topics such as children's insurance status, social capital, and use of preventive health services in 2005. To receive free monthly updates from the latest CHDB analyses, send an email to johannat@phmc.org.

2004 Household Health Survey Major Topic Areas

Access to Care

Regular source of care; setting of care; length of time since most recent medical visit; number of overnight stays in hospital in the past year; cost, transportation and language barriers to care

Disease Prevention

Eye & dental visits; blood pressure, cholesterol, HIV/AIDS tests; clinical breast exam, mammogram, pap smear, prostate screenings; flu vaccine; child immunizations; risky health behavior

Elderly Supplement

Use of aids and prosthetic devices; home health services and caregiving; social supports and services; housing and environment; impairments such as ability to prep meals, walk, shop, handle money, bathe, groom, etc.

Health Status

Self-reported health status; healthy days measure; chronic health conditions; prescription use for asthma; diabetes testing; stroke; disability; learning disability for children

Mental Health

Diagnosed mental health condition; use of professional mental health services; need treatment but can't afford; level of stress in past year

Personal Health Behaviors

Smoking status, frequency; quit method and duration of cessation; exposure to cigarette exposure in household, car; use of other tobacco products; alcohol consumption; obesity; advised by doctor to lose weight; talked to health professional about nutrition/exercise; exercise frequency; servings of fruits/vegetables; access to grocery stores in neighborhood; fast food consumption; use of public recreation facilities; screen time, sports, participation in organized after-school activities for youth

Safety and Violence

Firearms in the home; personal safety; encounters with physical violence, accidents

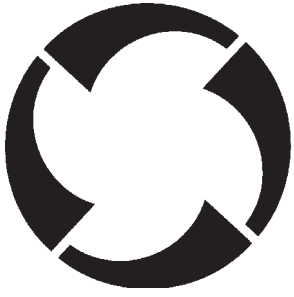
Social Capital

Involvement in local groups; volunteerism; overall rating of community as place to live; willingness of community to help neighbors; community improvement; sense of belonging; feelings of trust; how long living in neighborhood

Demographics

Age/gender; income; employment status/education; rent/own home; marital status; race/ethnicity; country of birth; citizenship; parents born in U.S.; religious affiliation; languages spoken; access to public assistance

For more information on how to receive analyses to further your planning and development needs, contact Siobhan Hawthorne at 215.985.2527 or siobhan@phmc.org.



PHMC SUPPORTS BEHAVIORAL HEALTH IN THE STATE OF DELAWARE

A lot has changed since January 1994, when then-Vice President Al Gore coined the term “information superhighway.” In the past decade, health and social service agencies have had to adapt with fast-changing technology in order to survive.

The Delaware Department of Health and Social Service’s Division of Substance Abuse and Mental Health is no exception to this rule. Recognizing a need for public health research and information technology expertise, the agency has developed strong partnerships with PHMC’s Information Systems and Research and Evaluation Departments to monitor their behavioral health initiatives.

All public health services depend on the presence of basic infrastructure. Every categorical public health program...requires health professionals who are competent in cross-cutting and technical skills, public health agencies with the capacity to assess and respond to community health needs, and up-to-date information systems.

-Healthy People 2010

**IS YOUR AGENCY
LOOKING FOR A WAY TO
TRACK CLIENT DATA
WITHOUT PURCHASING
EXPENSIVE SOFTWARE?**

PHMC’s
Client Registry Service,
a web-based
client tracking system,
can help.
For a free demonstration,
contact **Melanie Norris,**
Data Manager,
at **215.875.6895** or
melanie@phmc.org

PHMC’s Research and Evaluation Unit has been working with the Division since 1992, providing evaluations of its alcohol and drug programs and analyzing the results of consumer satisfaction surveys during this time. Most recently, in 2004, PHMC researchers analyzed the results from a survey of 2,000 consumers who use Delaware’s treatment programs.

“PHMC’s Information Systems and Research and Evaluation Units make a great team,” said Michael Bedrosian, PHMC’s Vice President of Information Systems. “If agencies need a combination of public health research and informatics expertise, they’ll find it here.”

In addition to supporting the technological demands of the consumer satisfaction survey, PHMC’s Information Systems Unit developed easy-to-use databases that agency staff work with to collect consumer census, demographic, and billing information. PHMC staff train Delaware state employees on how to record client data in the system. They also run reports to check for data entry errors, and provide statistical analysis that helps the Delaware Agency measure its performance.

PHMC’s information technology services allow the Delaware agency to make their data part of the Federal Drug and Alcohol Information System and the National Survey of Substance Abuse Treatment Service. Both data sets are used by researchers across the country to analyze the effectiveness of substance abuse and behavioral health treatment at the local level.

For more information on the types of technical assistance provided by PHMC’s Information Systems Department, contact Michael Bedrosian, Vice President for Information Systems, at 215.790.7209 or via email at mikeb@phmc.org. For more information on the types of research, evaluation and related technical assistance services available through PHMC, contact Lynne Kotranski, Ph.D., Vice President of Research and Evaluation, at 215.985.2552 or lynne@phmc.org.

NNCC OPENS OFFICE IN WASHINGTON, D.C.

Last year, after the discovery of high lead levels in water pipes in several neighborhoods in Washington, D.C., government officials called on NNCC to help coordinate lead prevention efforts in the nation's capitol. As a result, NNCC launched its Lead Safe D.C. program in May 2004.

Using a curriculum developed by NNCC for the Lead Safe Babies program, Lead Safe D.C. staff visit homes across the city and educate families about how to prevent lead poisoning. In addition, Lead Safe D.C. serves as

the chair of a task force of approximately 20 government, non-profit and community-based agencies committed to bringing lead safety awareness to the communities in the Washington, D.C. area. As a neutral entity, Lead Safe D.C. can focus on getting the correct information to area residents and families. The program is funded by the United States Environmental Protection Agency (EPA).

"NNCC is leading the way by creating this forum to bring everyone to the table to actually make policy changes" said Lead Safe D.C. Program Director Harrison Newton.

The opening of the D.C. office has allowed NNCC to build a stronger presence in the area.

"NNCC is thrilled to be able to increase our contacts with policymakers and advocates in D.C. because we are now physically located there," said NNCC Executive Director Tine Hansen-Turton.

For more information, contact Ms. Hansen-Turton at (215) 731-7140 or tine@nncc.us



Pictured above, at a press conference held by the EPA to announce the Lead Safe D.C. grant: Washington, D.C. Representative Eleanor Holmes-Norton, NNCC executive director Tine Hansen-Turton, NNCC deputy director Laura Line, and Lead Safe D.C. program director Harrison Newton.

FORENSIC INTENSIVE RECOVERY EMPLOYEE TRAINS BERMUDA GOVERNMENT EMPLOYEES

At the request of government officials in Bermuda, **Amy Augustine-Hafner**, supervisor of PHMC's Forensic Intensive Recovery Program at Philadelphia's Treatment Court, travelled to Bermuda in December 2004 to train employees of the Bermuda Treatment Court on implementing a more objective criteria for determining appropriate levels of substance abuse care for their clients.

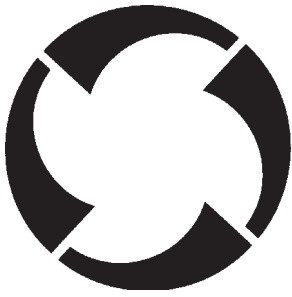


Pictured above: LCH's new Executive Director, Isidoro Gonzalez, Jr. and LCH Board President Joan Holliday celebrate at a December open house that drew over one hundred LCH supporters.

LCH Welcomes New Executive Director

After a six-month nationwide search, La Comunidad Hispana (LCH), a Chester County health and social service agency that recently became an affiliate of PHMC, appointed Isidoro Gonzalez, Jr. as its new Executive Director.

Mr. Gonzalez has more than 20 years of experience in the health and social service sector in the New York area, with programmatic experience in the areas of homelessness, day laborers, HIV/AIDS, housing, behavioral health, and service management.



SAVE THE DATE!

On April 15, 2005, Health Promotion Council, a PHMC affiliate, is partnering with local and national organizations to hold *Literacy, Language and Culture: Missing Links in Our Goal to Reduce Health Disparities*, a one-day symposium for health professionals, government representatives, researchers, literacy practitioners, adult learners, health administrators and policy makers.

For more information, contact Percy Rosales at Percy@rosalesc.com or 215.635.6476.

ANNOUNCEMENTS

Staff News

- Tine Hansen-Turton, executive director of the National Nursing Centers Consortium, a PHMC affiliate, has been awarded a 2004 Eisenhower Fellowship with the Philadelphia International Leadership Initiative. Only five Fellows were chosen from the greater Philadelphia area to receive this award. Ms. Hansen-Turton will travel to New Zealand to work with the health ministry and universities to learn about the country's nurse-managed care system, public health infrastructure and reimbursement systems, and use of electronic medical records in health care delivery and policy.

New Programs and Grants

- PHMC's PALMS (Preventing AIDS through Live Music and Sound) Project, a theater-based HIV prevention and education program that reaches high-risk minority adolescents in the community, has been awarded a two-year grant from the Centers for Disease Control and Prevention. The grant will be used to evaluate the short and long-term effects of the program.
- In November 2004, PHMC's Research and Evaluation Unit was awarded a three-year grant from The William Penn Foundation in support of its Community Health Data Base Project.
- In October 2004, the Joseph J. Peters Institute (JJPI), a PHMC affiliate that provides assessment, treatment and prevention services in the area of sexual abuse, received two new grants. The Healthcare Resources Trust Fund awarded JJPI a grant for strategic development, and the Children's Trust Fund awarded a three-year grant to support JJPI's *Stop it Now! Philadelphia* sexual abuse prevention campaign.

- In October 2004, JJPI started a satellite clinic at the Cardinal Krol Center in Delaware County to provide group therapy to 30 residents with mental retardation demonstrating sexually inappropriate behavior.
- In October 2004, HELP Philadelphia, a transitional housing program that is part of PHMC's network of services, was the first transitional housing facility in the country to receive a "Bright Space," a playroom for children sponsored by the Bright Horizons Foundation.
- In November 2004, the Bridge, a PHMC substance abuse treatment center for male adolescents, received an \$8,500 grant from the Philadelphia Foundation to continue its collaboration with the Big Picture Alliance to teach clients the art of filmmaking.

Publications

- PHMC senior research associate Lisa Bond, senior research associate Jennifer Lauby, and research associate Heather Batson published findings from PHMC's survey of 1650 Philadelphia adults at risk of HIV/AIDS in the February 2005 issue of *AIDS Care*.

- The Health Promotion Council's *Going to Be O.K. Series*, health education material on diabetes and blood pressure management for homeless persons, appeared in the September/October 2004 issue of the *Journal of Nutrition and Education*.

Awards

- Douglas Franklin, the family literacy coordinator at CHANCES, a PHMC substance abuse treatment program, recently received the Pennsylvania Bureau of Adult Basic Literacy Education Practitioner Excellence Award.

In the News

- "Childhood Obesity Still Rising," a front page story in the December 30th *Philadelphia Inquirer*, featured new data from PHMC's 2004 Southeastern Pennsylvania Household Health Survey.
- On January 12, Ted Glackman, M.Ed., Executive Director of JJPI, and Michael Stinson, M.S.P.H., director of JJPI's *Stop It Now! Philadelphia* sexual abuse prevention program, appeared on CN8 Cable News to discuss *The Woodsman*, starring Kevin Bacon as a sexual offender who returns to the community from prison.

PHMC HONORS PUBLIC HEALTH HEROS

At at a *Celebration of Pennsylvania's Public Health Workforce*, held in October at the National Constitution Center, PHMC recognized the following people with Carl Moore Leadership Awards: Kathy Wellbank, Program Director of Interim House Inc., a PHMC substance abuse treatment center for women; Susan Frietsche, Staff Attorney at the Women's Law Project; Amy Hirsch, Supervising Attorney at Community Legal Services; Cheryl Ransom-Garner, Commissioner of the Philadelphia Department of Human Services; and G. Fred DiBona, Jr., President and CEO of Independence Blue Cross.



Pictured above: Cheryl Ransom-Garner, Commissioner of Philadelphia's Department of Human Services, accepts the Carl Moore Leadership Award from PHMC.

HPC HOLDS SPANISH-LANGUAGE LATINO DIABETES CONFERENCE

Armed with the information that Latinos face a higher-than-average risk for developing diabetes, the Latino Diabetes Alliance, a coalition convened by the Health Promotion Council (HPC), decided to do something about it. On October 2, 2004, the group held *Our Health/Nuestra Salud*, the first ever Spanish-language conference on how to detect and manage diabetes.



Pictured above: HPC staff come together at *Our Health/Nuestra Salud*.

The conference, free of charge to Spanish speakers of all ages, was held at Julia de Burgos Elementary School in North Philadelphia. The event opened with a puppet skit on diabetes and ended with a dance and exercise session with Latino flavor. Throughout the day, health professionals provided 200 body fat screenings and counseling sessions, 140 flu shots, and 100 diabetes screenings. Spanish-language presentations included "Why Your Children Are Getting Type Two Diabetes," "How Do You Monitor Your Diabetes," and "How To Prevent Diabetes—Are You at Risk?" Twenty-eight health and social service organizations, pharmaceutical companies and conference partners sponsored exhibits with valuable diabetes information.



Above, a conference participant receives diabetes management counseling.

The day-long conference was a success, with several of the 500 attendees indicating interest in future Spanish-language conferences aimed at the Latino community.

"HPC and the Latino Diabetes Alliance are thrilled with how many people from the Latino community turned out for this event," said Lina Castro, director of HPC's Latino Health Projects and chair and coordinator of the Latino Diabetes Alliance. "We look forward to making more Spanish-speaking health fairs available to Latinos throughout Southeastern Pennsylvania."

The Health Promotion Council would like to thank the following sponsors of *Our Health/Nuestra Salud*: Acme Pharmacy; Al Día; Aventis; Congreso; GlaxoSmithKline; Health Partners; Hola McNeil/Johson & Johnson; Philadelphia Corporation for the Aging; Philadelphia Department of Public Health; U.S. Department of Health and Human Services, Region III, and WUVP-65 Univision.

For more information on HPC's Latino Health Projects, contact **Lina Castro** at **215.731.6192** or **lina@phmc.org**, or go to **http://www.hpcpa.org**.

BABY ITEMS NEEDED!

Resources for Children's Health seeks new or used baby items for its SAFE Program, which reaches out to young parents in South Philadelphia. If you can donate any of the following items, please contact Eileen Storm, program supervisor, at 215.790.7217 or estorm@phmc.org

Baby Blankets
Baby Bottles
Baby/Toddler Clothing
Cabinet Locks
Table Corner Covers
Crib Sheets
Crib Bunkers
Kitchen Items
Teething Rings
Outlet Covers
Pacifiers
Rattles
Soaps/Toiletries
Towels
Toys/Books

Fall 2004/Winter 2005

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CHILDLINK DELAWARE COUNTY CELEBRATES 2ND ANNIVERSARY

This February, PHMC's ChildLink Delaware County Program turns two. Since the program began, it has linked 900 children with developmental delays or disabilities to early intervention services such as speech and language therapy and medical, vision or audiology services.

"Research shows that the earlier we can get children with developmental delays or disabilities connected to services to enhance their development, the better," said Michael Moore, Vice President of Individual, Family and Support Systems at PHMC. "PHMC is thrilled to be able to help more children in the Greater Philadelphia region through its ChildLink-Delaware County program."

Every day, twelve ChildLink service coordinators visit families across Delaware County to assess needs, develop goals, arrange services, and monitor progress. "We try to reach children and families where they are: at home, in day cares and nursery schools, and in community settings," said program director Terry Waslow.

In 2002, Delaware County officials asked PHMC to create an early intervention service coordination program modeled after PHMC's successful ChildLink-Philadelphia program, which has served more than 30,000 children since it began in 1992.

"ChildLink Delaware County has really benefited from being part of PHMC," Waslow continued. "Because of data monitoring and compliance support from PHMC's Information Systems department, our staff can focus much of our efforts on building relationships with families and ensuring quality services across the county."

ChildLink-Delaware County is funded by the Commonwealth of Pennsylvania through the Delaware County Department of Human Services' Office of Mental Retardation. For more information, contact Terry Waslow at 484.448.2800 or terry@phmc.org.

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