



Community Benefit Stories

*Waushara, Winnebago, Fond du Lac
and Sheboygan Counties*

Aurora's Central Region Raising Awareness for Prostate Cancer

As part of prostate cancer awareness month in September, Aurora offered screenings and a community education program to help inform men in the community of the risk of prostate cancer.

The Vince Lombardi Cancer Clinic in Oshkosh and Sheboygan held free screenings for men in the community age 50 and older who have not had a prostate exam in the last 12 months and are currently not in treatment or having follow-up care for prostate cancer or prostatic disease. Men ages 45-49 with a family history of prostate cancer were also encouraged to attend. Local male physicians performed the screenings and were available to answer questions and provide support.

In Oshkosh, Aurora Health Center and Vince Lombardi Cancer Clinic providers screened 61 men. Urologists Matthew Anderson, M.D., and Richard Windsor, M.D., physician assistant Steven Kennebeck, P.A.C., and oncologist Robert Kohl, D.O., were the volunteer providers at the screening. This was the first time that Oshkosh offered this particular program and, with high attendance and positive feedback, plans are already under way for next year's screening.

The Aurora Sheboygan Clinic and Vince Lombardi Cancer Clinic in Sheboygan screened 42 men, but also had 53 attend the community education program that was offered beforehand. Urologist John Hermann, M.D., and oncologists Max Haid, M.D., and Craig Schulz, M.D., presented the risk factors for prostate cancer, the importance of early detection and recent innovations in treatment options in the community.

Prostate cancer is the second most common cause of cancer death in men, but survival rates are very good when the cancer is detected early. Because there are often no symptoms, a prostate screening is the only way to detect prostate cancer in its early stages.

Screening results were mailed to participants and in some cases, follow-up calls were made for those who may need additional treatment or follow-up consultations with a provider.

Healthy Habits Program Continues Success

Funded in part by Aurora Health Care, 300 children and youth attending the Boys & Girls Club of Fond du Lac participated in the second year of the Healthy Habits program. In addition to a Spanish language component initiated during a multi-cultural event, an exciting new component was added to the program entitled "Enlightened Schoolyard." This pilot program served 60 fourth and fifth graders, guiding them in a hands-on experience to learn about food choices and nutrition. Not only did they grow their own foods, but they also prepared and consumed a diverse variety of healthy meals.

The Healthy Habits program is designed to teach club members about the benefits of healthy habits such as eating right and being physically active. It also equips kids and their families with skills to adopt healthier habits by participating in fun and engaging learning activities both at the club and at home. It encourages club members to take small steps toward positive behavior changes.

The program provides age-appropriate information and ideas for members to improve their eating habits and gain a sense of control over their health. Each lesson uses an upbeat approach to instruction and fun group activities to teach kids about healthy eating and physical activity. Many of the activities provide opportunities for club members to demonstrate their creativity and support each other. The program teaches kids how to choose a healthy diet, prepare healthy meals and snacks, establish a regular physical activity program and practice good oral hygiene.

The Healthy Habits program offers positive feedback and small rewards for accomplishing activities at the club, as well as public recognition for practicing healthy habits at home by posting accomplishments on a take-home Challenge Checklist. By taking the Healthy Habits program, club members have the opportunity to grow into healthy, constructive individuals.

Preventive health practices and education to promote healthy lifestyles are of vital importance. Thirty-four percent of the club participants are African-American, Hispanic/Latino, Native American and Southeast Asian. One-fourth are English language learners and one-third are classified as learning disabled, requiring Individualized Education Plans (IEPs), with many being prescribed psychiatric medications for Attention Deficit Disorder, Hyperactive Disorder or both. More than 80% of the children and youth live in poverty.

Aurora Partnership with Fond du Lac YMCA Promoted Walking

“America on the Move” was held September 20-27, 2008, with 11 downtown businesses committed to encouraging their employees to get out and walk every day of the week.

A one-mile walking route was created, mapped and distributed throughout the area, along with information on “America on the Move” – its purpose, goals and objectives. In addition, press kits to get employees out and walking over their lunch hours and breaks were distributed to the participating businesses. The kits contained:

- T-shirts with the “Activate America” logo
- Pedometers
- Maps of the walking route
- Activate America notepads and pens
- Activate America quick-start guides to track walking
- “Healthy Home” window clings
- “Activate America/America on the Move” buttons
- Individually wrapped baked snack pouches

Healthy eating and fitness tips were posted along the walking route. Aurora and YMCA teams were joined by 48 walkers on the Monday lunch hour kick-off, and 62 individuals toured the YMCA during the course of the week.

Extreme Parenting – Real Help for Families from Behavioral Health Services

There is no role in life more important than parenting, but it comes with challenges.

Mitch Connell is a psychotherapist who specializes in families and children. He is one member of the Aurora Behavioral Health Services team in Fond du Lac. Each year, Mitch provides a wealth of helpful support to parents – free of charge – through workshops and presentations.

Extreme Parenting is a four-week workshop that helps parents and children achieve more mutually satisfying outcomes. The class helps parents learn techniques for play using a behavior-management model that allows the child to lead and the parent to learn. Mitch also teaches parents how to manage their own stress.

Throughout the year, Mitch’s individual presentations cover topics timed to the school calendar. For example, the June presentation discusses managing kids in the summer, maintaining academic interests and occupying kids on automobile trips. As the new school year approaches, calming anxious children is a topic. That is followed by a presentation on Attention Deficit Hyperactivity Disorder – how to recognize it and how to help a child succeed in spite of it. The Attention Deficit Hyperactivity Disorder workshop coincides with parent-teacher conferences.

Further complementing the TeenScreen® initiative conducted by pediatricians and primary care physicians at Aurora Health Center in Fond du Lac, the November topic helps parents learn how to support a depressed teen.

Aurora Sheboygan Memorial Medical Center Community Partnership Program in 5th Year

When the Boys & Girls Club of Sheboygan County needed funding to continue a program that positively impacts the lives of young, disadvantaged girls, the hospital responded.

The Go-Girl-Go program aims to educate and mentor girls, ages 10 to 15, in topics ranging from nutrition and fitness to self-esteem, morals and hygiene.

Now in its second year of the partnership, the program, previously offered at two Boys & Girls Club sites, enables youth development specialists to be on hand at four sites in Sheboygan. The sponsorship also supports educational field trips.

Empowering girls with information about health, nutrition and fitness is one important function of the program. But Go-Girl-Go also gives girls a chance to talk – and be heard – in one-on-one sessions with an adult female.

Crystal Starich, area director for the Sheboygan County Boys & Girls Club, is one of the adult leaders of the program. She says private consultations are a way to reach the girls on their own terms, with little chance of the problems becoming public. This sets the girls’ minds at ease.

“We put a heavy emphasis on being a girl and talking about how you develop as a woman and what a girl’s body goes through,” Starich said. “These girls do not have the advantage of having the health information they need to know about their bodies, including puberty. Many do not understand what is happening to their bodies, so we teach them and give them guidance.”

Starich said the sessions allow mentors to truly get to know the girls.

“One girl told us about an abusive situation,” said Starich. “She thought it was normal behavior. We helped her get out of that situation.”

While the sessions are a way to develop personal relationships, group education can mean the difference between a healthy life and illnesses associated with an unhealthy lifestyle.

“One girl did not have the means or proper information to eat healthfully,” Starich said. “Her mother worked at a fast food place, so she brought home fries, hamburgers and other unhealthy foods every night. We taught the girl how to eat healthier meals and how to have control over her eating habits. We even took a field trip to her mother’s fast-food

restaurant with the girls and showed them how to make better choices.”

After each girl made healthier choices in ordering their food, they were treated to ice cream. Except it wasn't ice cream.

“It was fat-free frozen yogurt,” Starich said with a laugh. “They learned you could eat healthy and still have tasty food.”

Shooing the Flu in Sheboygan

The Aurora Visiting Nurse Association of Wisconsin holds influenza vaccination clinics throughout eastern Wisconsin each year. Often, public sites are used, such as churches, schools, and even grocery stores and fast-food restaurants, to make it easy for people to be vaccinated.

But when a language barrier made it difficult for the Hmong community to participate in these clinics, particularly those who are aging, the Hmong Mutual Assistance Association of Sheboygan asked Aurora VNA nurses to conduct a clinic at its center, and they welcomed the opportunity.

The clinics were announced on Hmong radio and got a great response. Those who were vaccinated the first year urged others to come the following year. Now the Sheboygan Hmong community looks forward to the flu clinics each fall.

Chasong Yang, executive director of the association, said: “We always have a good relationship with the Aurora Visiting Nurse Association. The Hmong community feels good that Aurora listened to our needs and cared enough to establish a clinic where Hmong residents are comfortable and where we have interpreters. That means a lot, especially to the elderly people.”

Since 2003, Aurora has partnered with local health departments to conduct community health needs assessments throughout eastern Wisconsin to gather data on behavioral and lifestyle habits and the prevalence of risk factors and disease conditions existing with the adult population. To learn more about how these assessments are completed and to see the reports, go to www.Aurora.org/CommHealth.

Aurora Visiting Nurse Association's Lifeline® Service – Because Home Is Where the Heart Is

“I hate to think of life without it,” says a 66-year-old female, referring to the Aurora Visiting Nurse Association's Lifeline® service. Hidden behind those words is the likelihood that she and her life partner of 16 years could not make it on their own if it weren't for Lifeline®.

Lifeline® is a service that gives people the confidence and freedom to live on their own by providing access to the right kind of help 24-hours-a-day, 365-days-a-year, at the press of a button.

Both individuals have challenging mobility issues. “My sweetheart has cerebral palsy and can't use his legs. He's in a wheelchair. We both rely on electric lift chairs,” she explains.

“If one of us falls and gets stuck and can't help the other, we just push a button and it instantly connects us to the providers at Lifeline® who automatically know who we are,” she says, referring to the device that hangs from a cord they each wear around their neck. “We can hear the people at Lifeline® from any room in our house and they can hear us.”

When they need help, the lightweight, waterproof button immediately puts either one in voice contact with a professionally trained person who will call one of their designated first responders – nearby friends, relatives or neighbors – to come assist them. Emergency professionals are summoned immediately if needed. That happened twice for this woman, when paramedics whisked her off to the hospital.

“It gives me a feeling of security when we're apart, knowing that my sweetie will still have a connection to help if he needs it while I'm away,” she points out, adding, “We've had Lifeline® for four years now and it's a wonderful part of our lives.”

About the equipment

The community programs coordinator for Aurora Visiting Nurse Association who submitted this story reports that the equipment used by this couple is an actual telephone that can be programmed from their residence or from any remote location to alert them on a daily basis when it's time to take medication. It can also be programmed to alert them of weekly appointments and with a one-time reminder for a scheduled visit by a social worker or other caregivers who call on them. Additionally, it can serve simply as a telephone; when it rings, they can answer with the push of a button and converse with the caller through the speakerphone feature.

Annual Doug Opel Run for the Kids

Stephen Guenther, manager of support services, material management, Aurora Sheboygan Memorial Medical Center, serves on the Sheboygan YMCA board and had been the race director for the “Doug Opel Thanksgiving Day Run” for the last six years. Dr. Doug Opel was a much-loved pediatrician who passed away several years ago. The run was established as a tribute to him, and it brings out the best in the community that turns out in large numbers each year (more than 1,000 participants and 500 spectators). The run is sponsored by the Aurora Sheboygan Clinic and the YMCA, with proceeds going to the YMCA’s Partners in Youth program. Dr. Opel’s daughter-in-law, Elise, is now a physician in pediatrics at the Aurora Sheboygan Clinic.

Serving the Uninsured and Underinsured in Sheboygan County

The Salvation Army Red Shield Free Clinic is the only free clinic of its kind in Sheboygan and surrounding counties, located inside the community center on 7th and Pennsylvania Ave.

Client feedback revealed that daytime sessions would be helpful to many, and it proved to be true. At the beginning of 2007, two daytime clinic sessions were added to the existing schedule of six evening clinics per month, and the number of people accessing services increased steadily over the previous year.

The sole purpose of the Red Shield Free Clinic is to provide high quality medical care to those in Sheboygan County who are without medical insurance, without any form of Medicare or Badgercare, and who do not have the necessary funds to seek care at traditional medical facilities. Clinic officials report that Aurora has been a very important partner, providing funds on an annual basis to assist in funding prescription medications. Each client is allowed up to \$350 per year in paid prescription medications.

In operation since 1992, The Salvation Army Red Shield Free Clinic’s doors remain open because of the volunteer efforts of 20 Aurora physicians and more than 20 nurse practitioners, nurses, physician assistants and other medical caregivers, along with the annual financial donation from Aurora Health Care. Clinic visits are on the rise, as demonstrated below:

Year	Patient Visits
2005	916 patient visits
2006	998 patient visits
2007	1,164 patient visits (21% increase)
2008 to-date	1,280 (projected 10% increase)

Also serving the Uninsured and Underinsured in Winnebago County

The Living Healthy Community Clinic provides health care to residents of Winnebago County. It is a community collaboration of Aurora Health Care, the University of Wisconsin-Oshkosh School of Nursing, other health care providers and local agencies. Each year, the demand for services grows.

In 2005, this clinic served 639 uninsured individuals in 3,621 patient visits and provided just over 3,900 prescriptions. In 2007, the clinic served 697 uninsured individuals in 4,211 patient visits and filled 8,250 prescriptions. Local health systems rotate laboratory services. In 2007, Aurora alone provided 713 lab tests and 14 radiologic studies.

Leona Whitman, MPA of the UW-Oshkosh School of Nursing, is the clinic director. She reports: “We could not operate at the level we do without the in-kind and financial support that Aurora provides.” She points out that all the major health care systems in the area come to the table to provide support for people who, without the clinic, would have few if any options available to them.

“Aurora and our other partners demonstrate how competing health systems can work together to meet a critical community need in a way that is helping people to better health and helping to positively impact the costs of providing that care,” Ms. Whitman explains, adding, “And the students from the College of Nursing are able to acquire experience and skills that would not be possible to teach in a classroom setting.”

Aurora Medical Center in Oshkosh: How to “Stuff the Bus” – and Then Some!

Programs such as food stamps and the Women, Infants and Children (WIC) program are a safety net for families who can’t afford food. But hunger has become a critical day-to-day issue for far too many working families, children and the elderly, and food pantries are a saving grace for many of them.

To shore up supplies for 10 local food pantries in Oshkosh, physicians from Aurora Medical Center organized an initiative to literally “stuff a bus” full of food. And to call attention to the need, they placed little cardboard school busses around the hospital for several weeks to promote donations.

The school bus arrived on Saturday, May 31. In addition to stuffing it with food collected at the hospital, physicians and their families staffed a curbside drop-off to enable community members to participate, too. A second bus had to be called in to collect the overflow. Together, the group helped deliver over 3,000 items to 10 local food pantries and shelters throughout the Oshkosh area, and \$850 in donations was given to the food programs.