

GVHC Today

VOL. 40 No. II

February 2012

In this edition of GVHC TODAY, we keep you connected with what is happening throughout GVHC in support of our patients and communities we serve. Did you know that 2012 is Golden Valley Health Center's 40th anniversary? GVHC was first established in 1972 when Merced County's Migrant Health Services project was implemented at Merced General Hospital.

Great Job!

The staff in the Merced Suites clinics got into the Valentine's Day Spirit and had a decorating contest. Read here to learn more!



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Heart Health

Did you know that February is American Heart Month? Read here to learn who is at risk and what you can do to help prevent heart disease.



Page 2

Be Active

Read here to learn how you can get 60 minutes of activity a day. You could take a walk during your lunch break, play games with your children or join a community walking group!



Page 2

Farmworkers

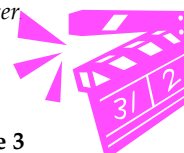
Golden Valley Health Centers opened in 1972 offering services to farmworkers in Merced County. Read here to learn more about what the farmworker population faces today.



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Join Us!

We would like to invite you to join us on March 7, 2012 for a private screening of Get a Mammogram Today! It will be at the Merced Multicultural Arts Center



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New Employees & Community Clean Up!

Read here to learn about our community clean up that will be held in April. Also welcome to all of the new GVHC staff.



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Improving Our Communication



Reducing the "No Show" rate!

By Marc Smith, Lisa Baladad & Amanda Day

As you know we are using the NextGen platform for our Electronic Health Records and practice management system. But, did you know that as part of this conversion, Golden Valley Health Centers has recently upgraded to a newer, more feature rich version of our Phone Tree? Our phone tree system is just one of the ways we communicate to patients to encourage them to follow through with their health care appointments.

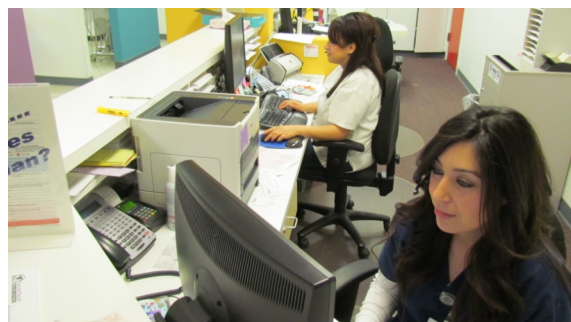
What is a phone tree? The Phone Tree is an automated system that asks patients to confirm or cancel their future appointments with us when they receive a call. These calls are now made two days prior to their scheduled appointment time, and allow the patient to press "1" to confirm or "2" to cancel.

When our patients press "2" to cancel their appointment it will allow us to react in two ways: First we can make that appointment slot available to another patient who needs care.

Secondly, we can connect with the patient to see why they were not able to make their appointment and encourage them to reschedule.

Of all the calls that are made through the Phone Tree system, we get a response rate of 40 percent from our patients. In just one day of automated calls, 45 patients indicated they were canceling. Annually that means by filling these appointments we could potentially provide services to 11,000 additional patients.

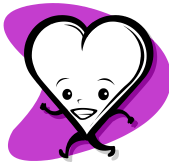
While face to face communication is always preferred, patient communication can take many forms. In the future this might include text messaging or email. We would like to say "Thank You" to Greg Johnson and our IT Dept, for updating our Phone Tree system.



Staff at our Merced Dental Site taking patient calls.



Staff Spirit!

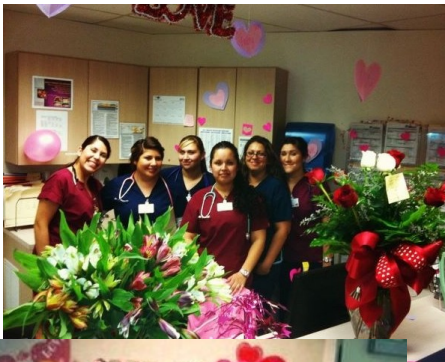


By Delorise McClindon

The staff at the Merced Suites showed some holiday spirit on February 14th. They held a decorating contest! The staff worked together in teams and enjoyed a very nice potluck after the contest. The patients frequently commented on the decorations of how much they liked the festive atmosphere. The judges were Alex Abaca, LCSW and his assistant Tim.

The winning nurse station in Suite C was Station One, with the decorators being Albaro Jasso, MA, Vanessa Cuevas, MA, Marisela Amesqua, MA and Carolina Covarrubias. In Suite A, Station One was the winner with the decorators being Sonya Hernandez, MA, Leticia Rodriguez, MA and Xochilt Conchodo, MA. The Suite B Station One was also a winner. All the medical assistants in Suite B worked together to decorate station Great Job everyone!

Here are some photos displaying the Valentine Day spirit here in the Merced Suites:



American Heart Month



Sponsor: [The American Heart Association](#)

American Heart Month is a time to battle cardiovascular disease and educate Americans on what we can do to live heart-healthy lives.

Heart disease, including stroke, is the leading cause of death for men and women in the United States.

You are at higher risk of heart disease if you are:

- A woman age 55 or older
- A man age 45 or older
- Or a person with a family history of early heart disease

Heart disease can be prevented. To keep your heart healthy:

- Watch your weight.
- Quit smoking and stay away from secondhand smoke.
- Control your cholesterol and blood pressure.
- If you drink alcohol, drink only in moderation.
- Get active and eat healthy.
- Talk to your doctor about taking aspirin every day if you are a man over the age of 45 or a woman over 55.
- Manage stress.

Be Active Tips!



By California's Champions for Change

There are many ways to get 60 minutes of physical activity every day. Divide your daily routine into a few 10- to 15-minute activity breaks and you are on your way. Your kids should also be active throughout the day. Here are a few ideas to be more active at work, school, home, and in your neighborhood.

Be Active at Work:

- Walk during breaks or at lunchtime
- Take the stairs instead of the elevator or escalator.
- Park your car farther away from the entrance and walk.
- Ride your bike to work
- Get on and off the bus a couple of blocks away from your work



Be Active at Home:

- Play with your kids: dance, jump rope, play tag or hide-and-go-seek.
- Dance to your favorite music
- Plant a family garden and eat what you grow.
- Limit screen time to two hours or less each day. This includes TV, computers, and video games.
- Exercise while watching TV. Challenge family members to crunches and push-ups.
- Do stretches before bedtime. It may help you and your child relax and sleep better.

Be more active in your neighborhood:

- Walk, bike, or jog with a friend or family member. Find safe walking paths in your neighborhood
- Plant a community garden. Take turns planting and harvesting with your neighbors. (for more information contact)
- Check with your local school, YMCA, Boys & Girls Club, or other community groups for low-cost or free after-school and summer programs.
- Find a local farmers' market and walk to buy your fresh fruits and vegetables. Click here for more info: <http://www.cafarmersmarkets.com/>



For more tips click here: <http://www.cachampionsforchange.net/en/index.php>

Farmworkers: GVHC's Starting Point

By Cesar E. Garcia

The Golden Valley Health Centers family will have plenty to celebrate in 2012 as it marks the organization's 40th anniversary of service. In addition to this well-deserved celebration of 4 decades of quality care and countless accomplishments, this year is also the perfect occasion to revisit the current conditions of the estimated over 3 million migrant and seasonal farmworkers (MSFW) and their dependents in our country (National Center for Farmworker Health, NCFH). They are a neglected population that GVHC was initially created to serve. This article is the first in a series that will present a current portrayal of these farmworkers, their challenges, and some of the efforts taking place to meet their numerous basic needs.

For many decades farmworkers have been those anonymous silhouettes responsible for producing and bringing the food from the fields to our plates. However, by looking at the statistics from the National Agricultural Workers Survey (NAWS) it is possible to get a glimpse of the MSFW's identity. In the NAWS survey 42% of the farmworkers were classified as migrant; meaning they traveled 75 miles or more to obtain a farm job. California is the state with the highest number of farmworkers with over 23% of the country's total (NCFH). This group is mostly comprised of men (79%) who were born in another country (78%), for the most part the central and southern states of Mexico (75%). Of the migrant farmworkers surveyed, 35% of them traveled between the U.S. and another country, and 26% of them traveled only within the U.S. They begin their long and dangerous journey very young; half of the surveyed group was younger than 31 years old. And, almost one third of them were 24 years old or younger.

Besides enduring the isolation and the harsh living and working conditions, two thirds of the farmworkers who are parents had to endure the agony of leaving their children behind. The formal education of this group is considerably low; half of them reported their highest school grade completed below the sixth grade. Not surprisingly, migrant and seasonal farmworkers reported an average annual income in the range between \$10,000 and \$12,499. For entire families the average income range was between \$15,000 and \$17,499. Thirty percent of all farmworkers had incomes below the poverty guidelines.

Lastly, the participation of this group in public benefits programs was extremely low; Medicaid (15%), Women Infant and Children (11%), Food stamps (8%), and General Assistance Welfare and Temporary Assistance to Needy Families (<1%). The glimpse provided to us by the NAWS survey and the NCFH shows a farmworker population that is still facing extremely adverse conditions. These conditions need to be addressed nationwide in order for our society to reinstate the dignity that we owe to the hands that feed us and, in the process, sustain the 28-billion dollar fruit and vegetable industry in our country (NCFH).



Golden Valley Health
Centers Presents

A Grand Premiere Event

Join us for a private viewing of
Get a Mammogram Today!

Maria has just lost a family member to breast cancer. Everyone is full of regret because her life could have been saved if it was detected early. Her family members encourage and support her to go to the doctor and to start taking care of herself. Maria receives care from a health care organization that provides impressive health care services and is able to follow through with the doctor's order and get a mammogram.

Applaud the star studded cast and meet our
community partners, all in support of Golden
Valley's breast health services.

The Cast:

Mike Sullivan, Chief Executive Officer as himself
Martha Elizabeth Hernandez as Maria the main character
Alex Abarca as Alexandro, Maria's caring husband
Cesar E. Garcia as Luis the helpful GVHC employee
Maria Colomer as Rosalinda the receptionist
Fatima Nunez de Jaimes as Laura the front office supervisor
Susana Preciado as Veronica the medical assistant
Dr. Salvador Sandoval as himself
Lilia Aguilar as Carmen, Cecilia Ruezga as Lydia and Lourdes
Haro as Grandma Maria's family members

Wednesday, March 7, 2012 6 p.m.
Multicultural Arts Center, Merced.

Come dressed to impress (semi-formal) to this red carpet
fundraiser and
learn about GVHC's mammography early detection efforts.
Refreshments will be served!

For ticket information please contact Hannah Garza at 385-
5486 or hgarza@gvhc.org

Welcome to the New GVHC Employees in January 2011:

Shirley Ann Anderson Grenig, Staff Accountant
 April Melissa Balbuena, Health Information Representative
 Crystal Chavez, Patient Service Representative (Cert)
 Brenda Maldonado, Medical Assistant
 Marly Mendoza, Patient Service Representative (Cert)
 Maria Isabel Navarro, Referral Clerk (Cert)
 Daniela Quintero, Patient Service Representative (Cert)
 Soledad Ray, Patient Service Representative (Cert)
 Juan Villa, Homeless Program Care Coordinator
 Denise Diana Ybarra, Senior HR Generalist

WELCOME

Save the Date for the Community Clean Up Day!

Healthy South Merced and the Golden Valley Health Center's Green Team will once again be holding Community Clean Up Day!

**Join us SATURDAY April 14, 2012
 from 9:00 a.m.–11:00 a.m.**

We will meet at the playground at the main GVHC site on 4th and N streets. Come and help pick up trash around our neighborhood. Wear comfortable clothing. Kids are welcome!! This is a great opportunity for students to get community service hours.

For more information call 385-5490 or email miperez@gvhc.org



GVHC TODAY Staff

Edited by Amanda Day and Christine Noguera

*Please contact Amanda Day at
aday@gvhc.org for comments.*

