



**American Hospital
Association**

FOR IMMEDIATE RELEASE

Contact: Elizabeth Lietz, (202) 626-2284
Carly Moore, (202) 638-5487

HOSPITALS HONORED FOR IMPROVING COMMUNITY HEALTH

Five Collaborative Programs Win AHA NOVA Award

WASHINGTON (June 25, 2012) – The American Hospital Association (AHA) announced today that it will honor five programs for their hospital-led collaborative efforts that improve community health, awarding them the AHA NOVA Award. The awards will be given July 21 at a ceremony during the Health Forum/AHA Leadership Summit in San Francisco. The winning programs are **Fitness in the City** in Boston; **Puff City** in Detroit; **The Beth Embraces Wellness: An Integrated Approach to Prevention in the Community** in Newark, N.J.; **CARE Network** in Napa, Calif.; and the **Rural Health Initiative** in Shawano, Wisc.

“We are pleased to honor this year’s AHA NOVA winners for the innovative ways they work in the community to improve health and wellness,” said AHA President and CEO Rich Umbdenstock. “Working collaboratively with like-minded organizations, hospitals are helping provide preventive care, disease management, asthma awareness, nutrition counseling and opportunities for physical activity to people where they learn, work and live – bettering lives and building healthier communities.”

Established in 1993, the AHA NOVA Award recognizes hospitals and health systems for their collaborative efforts toward improving community health. The 2012 winning programs and hospital partners are:

Fitness in the City

Boston Children’s Hospital – Boston

Boston Children’s Hospital has partnered with 11 community health centers for obesity prevention and treatment services in children ages 6-18, with the goal of maintaining or reducing patients’ body mass index (BMI) and encouraging healthy habits. The program supports case managers who connect patients with nutrition counseling, education and physical activity in their own neighborhoods. The program is community-based and allows health centers to adapt the program to local needs and resources.

-more-

2012 AHA NOVA Award/Page 2

Nearly 1,000 children participate annually in the program. Participants have made behavior and lifestyle changes such as exercising more, reducing soda consumption and watching less television on weekends. Fifty-six percent of the children enrolled in the Fitness in the City program have reduced their BMI.

Puff City

Henry Ford Health System – Detroit

In coordination with the University of Michigan, Georgia Health Sciences, Detroit Public Schools and school-based health centers, Henry Ford Health System has developed a web-based, customized program for urban high school students with asthma. The system uses animation and graphics to deliver messages about asthma, with scenarios and situations relevant to urban teens. The program collects information on the individual user's attitudes, beliefs and characteristics and creates tailored health messages.

The Beth Embraces Wellness: An Integrated Approach to Prevention in the Community

Newark Beth Israel Medical Center and Children's Hospital of New Jersey – Newark

The program brings together three complementary initiatives providing access to nutrition and exercise education and access to healthy foods:

- The Beth Challenge is a worksite wellness program for Newark Beth Israel Medical Center and Children's Hospital of New Jersey and the community it serves. The program provides education on nutrition and exercise and support for community members through teamwork and counseling.
- KidsFit is a pediatric wellness program that provides nutrition and exercise education to children in Newark Public Schools. Lesson plans are integrated into health, science and math curricula, and homework assignments require parent and community involvement. The program is in two Newark elementary schools providing needed lifestyle education to over 1,500 children, and their parents and teachers.
- The Beth Garden in collaboration with Garden State Urban Farms and Shaping N.J. provides not only nutrition education, but access to the foods that program is educating the community about. It is a "hub" for volunteer and job training opportunities, as well as a place where a diverse community and all age groups can come and share their culture through recipe exchanges and storytelling.

CARE Network

St. Joseph Health Queen of the Valley Medical Center – Napa, Calif.

The CARE (Case Management, Advocacy, Resources, and Education) Network is a community-based disease management program. The hospital works with a network of providers to improve the quality of life of low-income adults with chronic diseases and/or co-morbidities and complex socio-economic needs while reducing costs associated with emergency medical services and preventable hospitalizations. Clients are referred from hospital social work and case management, primary and specialty care physicians, and community-based organizations.

-more-

2012 AHA NOVA Award/Page 3

The program uses teams of registered nurses, social workers, care aides and a behavioral health specialist to support patients. Clients identified with behavioral health issues receive in-home behavioral health assessments, crisis intervention and intensive therapeutic interventions, intermittent follow-up interventions, or longer-term treatment plans. A chaplain is available to provide spiritual counseling and support as well.

Rural Health Initiative

Shawano Medical Center of ThedaCare – Shawano, Wisc.

The Rural Health Initiative is a non-profit program in Shawano, Outagamie and Waupaca counties that is designed to address growing concerns regarding health care issues facing farm families. Rural health nurses make free "house" calls to interested farm families to provide health information, education, referrals to area services and, most importantly, lend a trusted ear to listen and keep in confidence concerns and issues these families face. A Rural Health Coordinator with a farm and health education background brings basic preventive care and safety education to the kitchen table, offering no-cost health screening and referral services to this often uninsured/underinsured population. The medical center founded the rural health initiative in partnership with the county extension service, county public health department, and school district, with regional agribusiness collaborative and financial partners.

###

About the AHA

The American Hospital Association (AHA) is the national organization that represents and serves all types of hospitals, health care networks, and their patients and communities. Close to 5,000 hospitals, health care systems, networks, other providers of care and 42,000 individual members come together to form the AHA. Founded in 1898, the AHA provides education for health care leaders and is a source of information on health care issues and trends. For more information, visit the AHA Web site at www.aha.org.