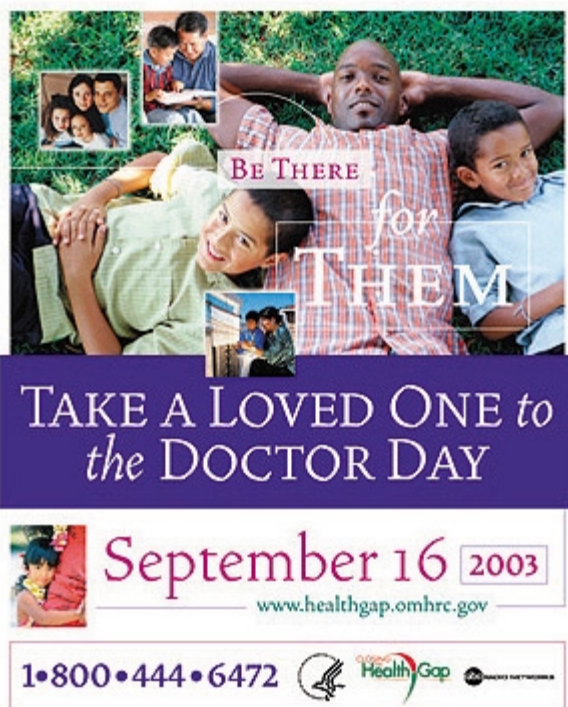


# Take A Loved One to the Doctor Day

	2002	2003	Comments
<b>Media Coverage and Audience Reach</b>			
Broadcast	<ul style="list-style-type: none"> <li>• 25 million viewers and listeners</li> </ul>	<ul style="list-style-type: none"> <li>• More than 35 million viewers and listeners</li> </ul>	<ul style="list-style-type: none"> <li>• More than 36,000 PSAs and live promotional mentions and discussions aired via 200+ affiliate radio stations.</li> </ul>
Print	<ul style="list-style-type: none"> <li>• Not measured</li> </ul>	<ul style="list-style-type: none"> <li>• 80 million</li> </ul>	<ul style="list-style-type: none"> <li>• Sampling of national and local media coverage in 2003 includes the following:</li> </ul>
Projected Impressions	<ul style="list-style-type: none"> <li>• Not measured</li> </ul>	<ul style="list-style-type: none"> <li>• 128 million exposures.</li> </ul>	<ul style="list-style-type: none"> <li>➤ BET Nightly News</li> <li>➤ WB 11 Morning News, NYC</li> <li>➤ KDFW-Dallas/Fort Worth</li> <li>➤ KXAS- Dallas/Fort Worth</li> <li>➤ WFAA-Dallas/Fort Worth</li> <li>➤ WHDH- Boston</li> <li>➤ WCAU-Philadelphia</li> <li>➤ CBS 58—Milwaukee</li> <li>➤ ABC 12—Milwaukee</li> <li>➤ KSHB—Kansas City, MO</li> <li>➤ KWOC—Davenport, Iowa</li> <li>➤ KCOP—Los Angeles</li> <li>➤ KTAN—(Korean/Asian programming) Los Angeles</li> <li>➤ WPIX—New York, NY</li> <li>➤ News 12—New Jersey (Local Cable)</li> <li>➤ WFLD—Chicago, IL</li> <li>➤ WTXF—Philadelphia, PA</li> <li>➤ KRIV—Houston, TX</li> <li>➤ KHOU—Houston, TX</li> <li>➤ KPRC—Houston, TX</li> <li>➤ News 23— Houston (Local Cable)</li> <li>➤ WXIA—Atlanta, GA</li> <li>➤ WBFF—Baltimore, MD</li> <li>➤ WBAL—Baltimore, MD</li> <li>➤ WJBK—Detroit MI</li> <li>➤ WBRC—Birmingham, AL</li> <li>➤ WSPA—Asheville, NC</li> <li>➤ WYFF—Asheville, NC</li> </ul>
Proclamations	<ul style="list-style-type: none"> <li>• More than 12 city and state proclamations.</li> </ul>	<ul style="list-style-type: none"> <li>• 1,139 city proclamations (U.S. Conference of Mayors)</li> </ul>	



“Take A Loved One to the Doctor Day” was a featured topic in the syndicated comic strip—Baldo.

	2002	2003	Comments
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Web Trends	Statistics	Statistics	2003 —1/1/03 through 10/31/03
Hits	<ul style="list-style-type: none"> <li>137,825 hits</li> </ul>	<ul style="list-style-type: none"> <li>171,205 hits (+33,380 hits or 20 percent increase)</li> </ul>	A Google search of the internet for references to “Take A Loved One to the Doctor Day” resulted in nearly 3,000 listings.
Average/day	<ul style="list-style-type: none"> <li>377 hits/day</li> </ul>	<ul style="list-style-type: none"> <li>554 hits/day (32 percent increase)</li> </ul>	
Visits	<ul style="list-style-type: none"> <li>32,743 visits</li> </ul>	<ul style="list-style-type: none"> <li>41,330 visits (21percent increase)</li> </ul>	
Most Active Day	<ul style="list-style-type: none"> <li>September 23, 2003 with 2,469 hits (day before Dr. Day 2002)</li> </ul>	<ul style="list-style-type: none"> <li>September 16, 2003 with 2,602 hits.</li> </ul>	
Post-Doctor Day	<ul style="list-style-type: none"> <li>3,000 hits a month</li> </ul>	<ul style="list-style-type: none"> <li>6,000 hits a month</li> </ul>	

Health Gap En Español Web site Trends	No Web vehicle available in year one.	Health Gap En Español Web site Statistics	Analysis
Hits		<ul style="list-style-type: none"> <li>13,682</li> </ul>	<ul style="list-style-type: none"> <li>Launched on July 29, 2003</li> </ul>
Visits		<ul style="list-style-type: none"> <li>3,358</li> </ul>	<ul style="list-style-type: none"> <li>➤ More than 600 hits in August 2003</li> <li>➤ More than 1200 hits in September</li> <li>➤ More than 1400 hits in October</li> </ul>
Unique Visitors		<ul style="list-style-type: none"> <li>1,007 (with nearly 25 percent visiting more than once)</li> </ul>	
Most Active Day		<ul style="list-style-type: none"> <li>September 23, 2003, with 492 hits</li> </ul>	
Top referring URL		<ul style="list-style-type: none"> <li>www.radiounica.com</li> </ul>	
Top search engine		<ul style="list-style-type: none"> <li>Google</li> </ul>	

Total Number of Calls Answered on Dr. Day	September 24, 2002	September 16, 2003
Answered	<ul style="list-style-type: none"> <li>106</li> </ul>	<ul style="list-style-type: none"> <li>552</li> </ul>
Spanish	<ul style="list-style-type: none"> <li>0</li> </ul>	<ul style="list-style-type: none"> <li>160</li> </ul>

	2002	2003	Comments
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Total Number of Partners	• 434	• 500*	<p>Analysis</p> <p>*The total number of partners includes partner organizations, regional office events, community-based organizations, and the news media.</p>
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Total Number of Dr. Day Events Held	• 64	• 153 (58 percent increase from 2002)	<ul style="list-style-type: none"> <li>• 94 events logged into the “Share Your Campaign” database</li> <li>• 34 regional events (not captured in the database)</li> <li>• 25 events captured in the news media, but not in the database or part of the regional events</li> </ul>
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Campaign Radio Unica	N/A	<p>Series of 12 health fairs conducted in 6 states:</p> <ul style="list-style-type: none"> <li>• San Francisco, CA</li> <li>• Fresno, CA</li> <li>• Los Angeles, CA (2 fairs)</li> <li>• Phoenix, AZ</li> <li>• San Antonio, TX</li> <li>• Dallas, TX</li> <li>• Houston, TX</li> <li>• McAllen, TX</li> <li>• Chicago, IL</li> <li>• Queens, NY</li> <li>• Hialeah Gardens, FL</li> </ul> <p>• 18,000 Hispanics attended</p>	
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## 2002

## 2003

## Comments

Materials Distributed	9/1/01-9/30/02	1/1/03 – 9/30/03	Analysis
Languages	<ul style="list-style-type: none"> <li>English only</li> </ul>	<ul style="list-style-type: none"> <li>English and Spanish</li> </ul>	In 2002, the tool kit was available in English only, and focused solely on publicity for events. In 2003, the tool kit was revised to also include information on how to organize events and was also available in Spanish.
Calls/requests through the Resource Center	<ul style="list-style-type: none"> <li>Packets – 3,583</li> <li>Fact sheets – 1,024</li> <li>Toolkits – 471</li> <li>Posters – 10,659</li> </ul>	<ul style="list-style-type: none"> <li>Posters (English) – 6,000</li> <li>Posters (Spanish) – 1,800</li> <li>Post cards – 8,500</li> <li>Flyers (English) – 13,000</li> <li>Flyers (Spanish) – 2,400</li> <li>Toolkits – 80</li> <li>Packets – 2,600</li> <li>Pledge cards – 75,000</li> </ul>	
Conferences, exhibits and partner dissemination efforts	<ul style="list-style-type: none"> <li>Not measured</li> </ul>	<ul style="list-style-type: none"> <li>20,000 posters in English</li> <li>20,000 posters in Spanish</li> <li>40,000 postcards in English</li> <li>20,000 postcards in Spanish</li> <li>30,000 flyers in English</li> <li>30,000 flyers in Spanish</li> <li>21,000 rulers in Spanish</li> </ul>	Over 21,000 of the flyers in English were specially designed and directed towards Hispanic/Latino and African American associations.
<b>Dr. Day Target Audience</b>	<ul style="list-style-type: none"> <li>African American only</li> </ul>	<ul style="list-style-type: none"> <li>All racial/ethnic minority groups. Emphasis on Hispanics/Latinos and African Americans.</li> </ul>	In 2003, Dr. Day events were held specifically targeting Asian American and Pacific Islanders in (California) as well as American Indians (Maryland).
<b>Tom Joyner Morning Show</b>	<ul style="list-style-type: none"> <li>4-hour a.m. drive broadcast devoted to “Take A Loved One to the Doctor Day” via 155 ABC Radio Network affiliates.</li> </ul>	<ul style="list-style-type: none"> <li>4-hour a.m. drive broadcast devoted to “Take A Loved One to the Doctor Day” via 155 ABC Radio Network affiliates.</li> </ul>	Tom Joyner Morning Show guests supporting Doctor Day on September 16 included: <ul style="list-style-type: none"> <li>Secretary Tommy G. Thompson</li> <li>Deputy Secretary Claude Allen</li> <li>Al Roker</li> <li>Magic Johnson</li> </ul>
Live Remotes	<ul style="list-style-type: none"> <li>Live remotes from Dallas, TX; New York, NY; Washington, DC; Atlanta, GA; and Detroit, MI.</li> <li>Tom Joyner visited Dr. Day events in Dallas and Houston, TX.</li> </ul>	<ul style="list-style-type: none"> <li>Live remotes from Houston, TX; Baltimore, MD; Miami, FL; Chicago, IL; and Philadelphia.</li> <li>Tom Joyner visited Dr. Day events in Dallas and Houston, TX.</li> </ul>	“We are blown away by the response from last year’s Doctor Day... We all know that health care is important, but through Doctor Day, we have taken it to the next level. We are challenging our community to take action for themselves and the people they love. Any way you slice it, it’s a beautiful thing.” Tom Joyner
Pledge Cards	<ul style="list-style-type: none"> <li>10,000</li> </ul>	<ul style="list-style-type: none"> <li>75,000</li> </ul>	

## Dr. Day 2003 Summary

More than 500 organizations, along with HHS leaders, elected officials, and celebrities across the nation participated in the 2<sup>nd</sup> annual, “Take A Loved One to the Doctor Day” in 2003. HHS leaders including Deputy Secretary Claude Allen, Surgeon General Richard Carmona, HRSA Administrator Elizabeth Duke, and Assistant Secretary for Aging Josefina Carbonell, Deputy Surgeon General Kenneth Mortisugu, Deputy Assistant Secretary of Minority Health Nathan Stinson, as well as national and local elected officials, supported Dr. Day by visiting community health centers and health fairs around the country.

Events were carried out in more than 150 communities, in all 50 states, the District of Columbia and Puerto Rico. HHS Regional Directors and staff teamed with state and local partners and planned Dr. Day activities in all 10 regions.

This year’s campaign expanded beyond the African American community to include all racial and ethnic minority groups, with a particular emphasis on Hispanic/Latino Americans. Radio Unica, one of the leading Spanish-language national radio networks with significant reach into Hispanic communities, was a new partner this year and provided support through on-air messages and 12 regional health fairs throughout the fall. More than 60,000 Spanish-language brochures and related materials were distributed to health fair participants.

### Audience Reach

Media coverage this year also surpassed that of 2002. Nearly 80 million print readers throughout the U.S. received information about Dr. Day. National sources include USA Today; Parade, Jet, Black Enterprise, Latina, and Popular Mechanics magazines; and wire services such as Associated Press, United Press International, Knight-Ridder, PR Newswire, Hispanic PR Wire, US Newswire, Business Wire, and Scripps-Howard.

More than 100 local newspapers ran articles and PSA advertisements about Dr. Day. Coverage appeared in papers across the country from the Seattle Times (WA), Grand Fork Herald (ND), Detroit Free Press (MI), Chicago Sun-Times (IL), and Billings Gazette (MT) to the Fort Worth Star-Telegram (TX), Washington Times (DC), Baltimore Times (MD), Newark Star Ledger (NJ) and Cleveland Plain Dealer (OH). In all, articles and HHS event listings for Dr. Day appeared in over 200 publications nationwide.

While unable to quantify how many World Wide Web users actually viewed the Dr. Day-related materials online, prominent web portals like Excite.com, Kiplinger.com, About.com, Cox.net, BET.com, Yahoo!, Health News Digest.com, and Intellihealth each ran articles about Dr. Day—potentially increasing audience reach threefold. Moreover, a Google search of the internet for references to “Take A Loved One to the Doctor Day” resulted in nearly 3,000 listings.

Moreover, more than 35 million broadcast viewers and listeners also received Dr. Day messages. Not only did ABC radio networks continue its partnership by donating daily airtime to run the PSAs on all 240 affiliate stations nationwide during the months leading up to Dr. Day, but OMH made a significant media buy, and purchased spots for the PSAs to run—maximizing our market saturation. Local radio stations also ran the PSAs over and above both the purchased and donated airtime, thereby again increasing audience reach.

Prior to September 16, ABC radio personality and Dr. Day chairperson Tom Joyner promoted the campaign via his syndicated talk show and at community events. For example, Joyner promoted the campaign to thousands of participants at the “Tom Joyner Family Reunion” celebration at Walt Disney World in Orlando, Florida, Labor Day weekend, at the July 2003 Essence Music Festival in New Orleans and at his weekly “Sky Shows” throughout the country. Lastly, on September 16 the “Tom Joyner Morning Show” simulcast live remotes from five cities—Dallas, Baltimore, Miami, Chicago, and New York City—while staff participated in various community events.

News coverage of local Dr. Day events also exceeded that of 2002. This year, footage was aired on major networks in local markets nationwide including:

KDFW-TV CH 4 (FOX) Local TV in Dallas/Fort Worth  
KXAS-TV CH 5 (NBC) Local TV in Dallas/Fort Worth  
WFAA-TV CH 8 (ABC) Local TV in Dallas/Fort Worth  
WHDH-TV CH 7 (NBC) Local TV in Boston  
NBC10 Local TV in Philadelphia  
CBS 58 Local TV in Milwaukee  
ABC 12 Local TV in Milwaukee  
KSHB TV CH 41 (NBC) Local TV in Kansas City, MO  
KWOV TV CH 6 (NBC) Local TV in Davenport, Iowa  
KCOPTV CH 13 (FOX) Local TV in Los Angeles  
KTAN TV (Korean/Asian programming) Local TV in Los Angeles  
WPIX—WB 11 Morning News Local TV in New York, NY  
News 12 New Jersey (Local Cable)  
WFLD Fox News in the Morning Local TV in Chicago, IL  
WTFX Fox Good Day Philadelphia, PA  
KRIV Fox Good Morning Houston, TX  
KHOU—CBS News 11 at Five Local TV in Houston, TX  
KPRC – NBC News 2 at Five Local TV in Houston, TX  
News 23 Houston (Local Cable)  
WXIA NBC News 11 at Noon Local TV in Atlanta, GA  
WBFF—FOX 45 Morning News Local TV in Baltimore, MD  
WBAL—NBC News Sunday Morning Local TV in Baltimore, MD  
WJBK—Fox 11 News at Five Local TV in Detroit MI  
WBRC—Fox 6 News at Daybreak Local TV in Birmingham, AL  
WSPA—CBS Channel 7 at Noon Local TV Asheville, NC  
WYFF—NBC News 4 Tonight Local TV Asheville, NC

## Organizations

More than 500 organizations participated in Dr. Day 2003.

Building on the impressive list of national partners that participated in 2002, which included such organizations as the Alzheimer's Association, American Diabetes Association, American Cancer Society, and the American Heart Association, in 2003, OMH was not only able to garner continued support from nearly all of its 2002 partners, but increased partnership support with such national notables as the following:

- American Public Health Association
- American Medical Association
- American Academy of Family Physicians
- American Academy of Ophthalmology
- American Academy of Physician Assistants
- Eye Bank Association of America
- EyeCare America
- League of United Latin American Citizens
- National Association of Social Workers
- National Dental Association

- National Governors Association
- National Hispanic Medical Association
- National Association of County and City Health Officials
- Prevent Blindness America
- Public Health Foundation
- U.S. Conference of Mayors

In all, 12 HHS agencies banded together to provide their expertise and outreach capacities to special populations.

### HHS Principals:

In 2003, participation by top HHS officials in Dr. Day events across the country doubled from 2002. In addition to the Deputy Secretary, Claude Allen and the Administrator of HRSA, Elizabeth Duke who participated last year, other HHS principals included:

- Surgeon General Richard Carmona
- Deputy Surgeon General Kenneth Mortisugu
- Deputy Assistant Secretary of Minority Health Nathan Stinson

## Dr. Day 2003 Regional Wrap-Up

### REGION I

#### Boston, MA

On Dr. Day, Region I partnered with the Boston Black Women's Health Institute and coordinated health screenings at six locations throughout Boston. Mammograms and pap tests were given at the Hype Park Women's Health Center; blood pressure, diabetes, and cholesterol screenings, along with HIV, pregnancy and nutrition counseling were held at both the Whittier Street Health Center and the Dimock Community Health Center; the Family Van conducted screenings in Roxbury; and the Boston Public Health Van for Brothers conducted screenings at the Boys & Girls Club.

Similar screening events were also held in other cities in Region I, in partnership with the South Central Connecticut Agency on Aging, and the Rhode Island Department of Health.

Regional Director Brian Cresta and leading Boston-area physicians held a public symposium—"Doctors in the House"—to answer questions on heart disease, cancer, mental health, dental care and general wellness at Morgan Memorial Goodwill Industries in Roxbury.

Regional Director Brian Cresta also participated in the "Latino Youth Recognition Day" on September 18<sup>th</sup>, held at Fenway Park before the start of the Boston Red Sox game. "El Mundo"—New England's largest Latino newspaper—produced a special edition circular that included information on Dr. Day that was distributed to its more than 30,000 readers, as well as to the 35,000 fans that gathered at Fenway Park for the Red Sox game.

In all, Region I was able to secure six partner organizations—reaching more than 65,000 individuals.

### REGION II

#### Brooklyn, NY

On September 16, Region II sponsored a health fair at SUNY Downstate Medical Center and its three off-campus satellite health care centers. Free health screenings were offered for asthma, diabetes, eye health, prostate cancer, breast cancer and HIV testing. Approximately 100 individuals attended, and 30 medical professional participated. Fifty men received free prostate screenings.

#### Union City, NJ

On Sunday, September 14, 2003, HHS Region II Office of Minority Health in collaboration with Save Latin America, Union City Mayor Brian Stack and others, held a Dr. Day event in Union City, New Jersey that attracted more 1500 registered participants—with more than 1000 receiving health screenings including HIV/AIDS, diabetes, cholesterol, blood pressure, eye exams and mammography.

#### Jersey City, NJ

On September 16, Region II sponsored a health fair at the Jersey City Family Health Center. Breast and prostate cancer, diabetes, blood pressure, and HIV screening were offered as well as printed educational materials.

## REGION III

Five large scale and several smaller events were sponsored by, and held in various locations throughout Region III. Below offers highlights:

### Baltimore, MD

Times Community Services, Inc./Baltimore Times Foundation, On September 16, 2003 from 10:00 a.m. to 3:00 p.m. at the War Memorial Building and Plaza located in Baltimore, Maryland, the Times Community Services, Inc. took the lead in collaborating with several regional partners to host a "Take A Loved One to the Doctor Day" event for a second year. The event was a vehicle to disseminate health information to consumers and to provide on-site physicians to discuss and answer health-related problems or questions.

The event was an enormous success with over 1000 participants in attendance for the duration of the entire day. In addition to Surgeon General Richard Carmona, several other prominent figures attended the event, including the president of the United States Conference of Mayors, Mayor James A. Garner of Hempstead, NY; Martin O'Malley, Mayor of Baltimore; and Kevin Miller, Vice President of ABC Radio.

The Baltimore Times promoted the event that included live broadcasts by WERQ-FM 92.3 and WWIN-FM 95.9. Additionally, live broadcast interviews with Surgeon General Carmona and Mayor O'Malley were conducted by the two radio stations.

This year's event was expanded to include a larger focus on all minority groups, particularly the Latino and Native American populations of Baltimore. The event hosted booths that included screenings for: diabetes, breast cancer/mammograms, prostate cancer, cardiovascular disease, HIV/AIDS, anemia, hypertension, prenatal care/infant mortality, eye care/glaucoma, dental care, and mental health. In addition, immunizations were provided for children. Arte Flamenco, a Latino musical group, the Choir Boys, an African American singing group, as well as a demonstration by a Native American Ensemble provided entertainment.

### BALTIMORE, MD



Martin O'Malley, Baltimore Mayor, welcomes the crowd to Take A Loved One to the Doctor Day.



President of the United States Conference of Mayors, Mayor James A. Garner; Surgeon General Richard Carmona; Kevin Miller, Sr. Vice President of ABC Radio.



Blood pressure screening



Surgeon General Richard Carmona and Dr. Day event attendees.

### Washington, DC

Shiloh Baptist Church – Family Life Center Foundation

On August 30, 2003 from 10:00 a.m. to 5:00 p.m. in Washington, DC, Bob Bates, Chairman, Shiloh Men's Health Committee held a kick-off for this year's Dr. Day Initiative. This event afforded participants the opportunity to gain valuable information about specific health concerns. Residents visiting the event learned about the importance of early detection for breast and prostate cancer. They received information on city-operated medical clinics where uninsured, underinsured and Medicaid patients receive care. The event included the following: demonstrations on treating asthma; tips on healthy baby care were distributed from a mobile pediatric van; protection against STD's was accessible for those interested; and advocates from the American Heart Association explaining the benefit of eating the right foods to build safeguards against heart disease and stroke. Many in attendance also received blood pressure checks.

Approximately 229 adult residents and 70 children attended the event. The Regional Minority Health Coordinator represented the region at this event.

### Pittsburgh, PA

Center for Minority Health at the University of Pittsburgh

On September 16, 2003 from 10:00 a.m. to 5:00 p.m. in Pittsburgh, Steven Thomas, Director of the Center for Minority Health at the University of Pittsburgh Graduate School of Public Health, the University of Pittsburgh Medical Center, and Gateway Health Plan took the lead on promoting Dr. Day and general health care in minority communities by training barbers and beauticians in the communities to inspire people to seek the care they require. Teams of volunteer physicians, nurses, dentists, pharmacists, health educators and other public health professionals visited nine (9) barbershops and salons throughout Pittsburgh. This event took a slightly different spin on Dr. Day by bringing health care to the community, rather than asking people to go to the doctors.

## Philadelphia, PA

### Women's Institute for Family Health

On September 16, 2003, Laura Roache, executive director, Women's Institute for Family Health in Philadelphia hosted a one-day health symposium titled, "Good Health for All", which served as a platform for a "Take A Loved One to the Doctor Day" event. The event was held at Dilworth Plaza, City Hall, from 11:00 a.m. until 3:00 p.m. More than 40 vendors were on hand to conduct health screenings, as well as disseminate information on cancer, cholesterol, hypertension, eye disease, fitness, nutrition, insurance (children and adults) and general health. Diagnostic screenings included blood pressure, eye, and breast cancer.

More than 800 people attended the event. The program also drew an impressive group of guest speakers, including: Councilwoman Jannie L. Blackwell; Councilwoman Marion B. Tasco; Reverend Marguerite E. Handy; John F. Street, Mayor of Philadelphia; Laura Roache, founder and executive director of Women's Institute for Family Health; NBC-10 News medical reporter Cherie Banks; Carmen I. Paris, deputy health commissioner for the City of Philadelphia; Dr. Jesus M. Sierra, executive director of the Asociacion De Puertorriqueños En Marcha; and Dr. Dalton G. Paxman, Regional Health Administrator, Region III.

The Institute also collaborated with a variety of community organizations to conduct several other events leading to, and on Dr. Day, including:

- A two-day health fair on September 5-6, 2003 with the Haddington Multi-Service Center;
- Blood pressure screenings and general health counseling at the Asian Refuse Tobacco Day at Temple University on September 6, 2003 with the Chinese Health Information Center;
- A free health seminar for men on September 16, 2003 at the Body Challenge Fitness Center;
- Patient walk-ins and health screenings at Fairmount Primary Care Center on September 16, 2003; and
- Blood pressure screenings and reduced salt intake diet information at St. Agnes Medical Center on September 16, 2003.

A citation from the Mayor of Philadelphia was issued proclaiming Tuesday, September 16, 2003 as "Take A Loved One to the Doctor Day". Additionally, a citation was received from the City of Philadelphia's Health Commissioner extending his support and the City Council of Philadelphia honored the WIFH with a citation, as part of the National "Take A Loved One to the Doctor Day" campaign.

## Virginia Beach, VA

### Making A Difference Foundation

On September 16, 2003, Robert Bobulinski, executive director of the Making a Difference Foundation held a health awareness seminar from noon to 9:00 p.m.. More than 10 health and safety related organizations participated and disseminated health information to participants. The topics covered were insurance, health access, safety, smoking, violence prevention, fitness and nutrition, world health issues, women health issues, and lupus and sickle cell. The event provided screenings, bilingual support and information, health videos, healthy foods and related activities throughout the day. Additionally, the event hosted non-English as well as English speaking attendees. There was representation from the Hispanic, African American, Asian, Pakistani, Sri Lanka, Sierra Leone, and Haitian communities. Approximately 115 adults and over 100 youth attended the event.

## Additional Events and Activities within Region III:

- In Delaware, Mawuna Gardesey, state minority health director conducted a media campaign in Delaware that included placing ads in various local newspapers, and disseminating flyers encouraging consumers to take a loved one to the doctor or at least schedule an appointment to do so on September 16.
- In Maryland, Rudy Hall, chief of the Accohannock Tribe on the Eastern Shore, hosted an event to raise awareness of health disparities among American Indians. The Maryland State Department of Health and Mental Hygiene, University of Maryland Medical Systems, University of Maryland, School of Medicine, and John Hopkins Hospital Systems in Baltimore and other local health organizations, in Somerset County, participated in the event.
- In Washington, DC, the DC Department of Health hosted an event at a local senior center on the importance of health care.
- In Virginia, the Hampton University School of Nursing provided screenings to nearly 100 consumers in support of Dr. Day.

The U.S. Administration on Aging (AoA), National Caucus and Center on Black Aged, Inc. (NCBA) and the National Council on Patient Information and Education (NCPIE) use "Take A Loved One to the Doctor Day" to educate area seniors about safe use of medications.



Josefina G. Carbonell, Assistant Secretary for Aging and pharmacists talk with Washington, DC-area older persons about safe use of medications.



Pharmacists and advanced pharmacy students discuss medication management and safety with older Washington, DC-area residents.



## REGION IV

### Atlanta, GA

On September 16, Region IV held an event at the Southside Community Hospital where approximately 400 participants received diabetes, vision, hearing and dental screenings. Some participants received Pap smears, prostate exams, testing for sexually transmitted diseases and nutrition counseling.

Region IV also sponsored five community health fairs in the greater Atlanta area. In collaboration with the Morehouse School of Medicine, West End Medical Center, Oakhurst Medical Center and Decatur Medical Center, consumers were screened for cardiovascular disease, diabetes, asthma, breast and cervical cancer, dental disease, and HIV/AIDS.

### Miami, FL

Region IV held a health fair at the Caleb Community Center. In partnership with the Economic Opportunity Family Health Center and Jackson Memorial Hospital, approximately 700 participants attended the event, with 368 participants receiving screenings for hypertension, diabetes and HIV. A second event, held at the North Campus of Miami Dade Community College, was attended by Assistant Secretary for Aging Josefina Carbonel and Regional Director Constantinos Miskis.

### Tallahassee, FL

On Dr. Day, the Florida Department of Health and the Florida Agency for Health Care Administration partnered to provide free or low-cost health care exams to anyone, with no appointment necessary. In all, more than 40 Dr. Day events were held throughout Region IV.

## REGION V

### Indianapolis, IN

Regional Director Corey Hoze, Indiana State Health Commissioner Greg Wilson, and Regional Minority Health Coordinator Mildred Hunter participated in an event held at the Martin Luther King Service Center in Indianapolis. The event targeted seniors, and provided health screenings and information to more than 100 older adults.

### Marion County, IN

The Minority Health Coalition of Marion County, HealthNet Community Health Centers, Marion County Health Department, Indiana Commission on African-American Males, and Raphael Health Center each sponsored events on “Take A Loved One to the Doctor Day”—providing health education materials, screenings, physical exams and other services targeted at decreasing minority health disparities. The events provided services to more than 100 people, at six health centers throughout Indianapolis.

The Indiana OMH also sponsored the “Shower Your Baby with Love” baby shower in conjunction with the Indianapolis Urban League for expectant parents.

The event offered expectant parents valuable information on prenatal care, breastfeeding, immunizations, and other health issues to help ensure the successful development of their children, both before and after pregnancy. More than 30 expectant mothers attended and one expectant father.

### Milwaukee, WI

Health screenings and information were provided to public housing residents as well as the general public at three Milwaukee Housing Authority sites—Lapham Park, Central City Cyberschool and United Community Center. Deputy Assistant Secretary of Minority Health Nathan Stinson, the Mayor, County Executive, Health Commissioner and representatives from the Department of Housing and Urban Development were among the special guests attending the events.

Moreover, the Sixteenth Street Community Health Center provided health screenings to 425 patients; Milwaukee Health Services, in partnership with the Lapham Park Housing Site, screened 244 patients; and the Westside Community Health Center, in partnership with Central City Cyberschool, screened 56 patients.

### Chicago, IL

“Bring Your Celli to the Nurse.” Agnes Jones-Perry, clinical nurse, coordinated and conducted a series of events in the gym at Cook County Jail on “Take A Loved One to the Doctor Day” for female inmates. St. Xavier University nursing students provided health education and assisted Cermak Hospital nursing staff with blood pressure screening. Posters displaying health messages including the Dr. Day poster were placed in locations throughout the gym. Physical exams and a wide array of health screenings were provided. Some health topics discussed were smoking, hepatitis A, hepatitis B, hepatitis C, diabetes, and domestic violence.

Physician members of the American Medical Association visited schools in September and lead a brief letter-writing exercise where students encouraged their loved ones to take an active role in health by attending a health fair, visiting a health center or making an appointment with a physician on or before September 16.

### Detroit, MI

The AIM HI Project, part of the Henry Ford Health System, conducted diabetes education and screening at the Dexter/Elmhurst and Franklin Wright Settlement, Inc. Community Centers on Dr. Day.

## REGION VI

### Dallas, TX

On September 16, Regional Director Linda Penn and HHS staff participated in Dr. Day events at three community health centers. One health fair took place at the Martin Luther King Clinic, and drew approximately 700 participants. More than 30 health care providers, community organizations and government agencies provided health screenings and information. HHS Deputy Secretary Claude Allen was interviewed by Tom Joyner, and Dallas Mayor Laura Miller issued a proclamation.

The Regional Director and Deputy Secretary also visited the health fair at Los Barrios Unidos Community Center in West Dallas. Finally, Regional Minority Health Consultant Dr. Epifanio Elizondo represented HHS at the health fair that occurred at Su Clinica Familiar in Harlingen, Texas. The fair included blood pressure and blood sugar screening, car seat display and presentation by a state trooper, and various other exhibits. Su Clinica Familiar treated 50 new patients on September 16.

On September 16, former U.S. Surgeon General David Satcher promoted Dr. Day during his remarks at a presentation at Harris Methodist Hospital in Fort Worth.

## REGION VII

Regional Director Fred Schuster sponsored five Dr. Day events in three cities during the week of September 16. In all, Region VII events reached more than 300 community residents at the events, and an additional 10,000+ radio listeners with Dr. Day messages.

### St. Louis, MO

People's Health Centers in St. Louis sponsored an event, including health screenings, which drew 150 participants, and state and local elected officials.

### Kansas City, MO

Swope Community Enterprise Services in Kansas City hosted an event in the waiting room of the clinic with 75 participants. One of the largest urban radio stations in the city set up a table with prizes where clients could "spin the wheel" after receiving their blood pressure reading. The radio station also provided three live remote spots during the event with live interviews that reached an additional 10,000 listeners with Dr. Day messages.

The Cabot Westside Health Center in Kansas City targeted both the Hispanic community and the elderly. Screenings were conducted for 25 participants.

The Seton Center Family & Health Services in Kansas City hosted a health event with 30 participants.

### Davenport, IA

Community Health Care, Inc. in Davenport partnered with the YMCA where more than 30 African Americans and elderly participated.

## REGION VIII

### Denver, CO

Targeting largely the Latino community, Region VIII hosted a Dr. Day event in Downtown Denver. The Colorado Coalition for the Homeless and Adventist Community Services' Mobile Medical Van were on hand providing primary care, immunizations to children, glucose, full-lipid panel and blood pressure screenings.

The Denver Women's Health Unit also performed free mammograms and breast cancer screenings.

## REGION IX

### Los Angeles, CA

Nearly 500 individuals participated in a health fair hosted by Wilshire Grace Church in Koreatown in Los Angeles. Region IX Region Director Josh Valdez, Deputy Surgeon General Kenneth Moritsugu and a host of local elected officials were on hand in support of the day's event. Targeting largely the Asian American and Pacific Islander community, Asian dancers entertained the crowd while health professionals provided free afternoon screenings for breast cancer, diabetes, and high blood pressure. The event was simultaneously translated into Korean, Chinese and Japanese.

A second event was held at the South Central Family Health Center in South Central Los Angeles.



Healthy cooking demonstration at the Seattle Nutrition Action Consortium



Glucose testing through Sea Mar Community Health Centers.

## REGION X

### Seattle, WA

Sponsored by Public Health Departments of Seattle & King County, the First AME Child & Family Center and HHS Region X, a citywide health fair was held in Seattle.

The Center for Multicultural Health provided glucose, cholesterol and blood pressure screenings; the Seattle Nutrition Action Consortium gave healthy cooking demonstrations; Sea Mar Community Health Centers provided screenings, information and brought two meringue dance teachers who promote physical activity among seniors; and a host of other organizations were on hand providing information to participants.