



City and County of San Francisco
Edwin M. Lee, Mayor

San Francisco Department of Public Health

Barbara A. Garcia, MPA
Director of Health

Director's Report for Health Commission Meeting of April 5, 2011 *Public Health Week, April 4-10*

A current overview of issues affecting the state of public health in San Francisco

<http://www.sfdph.org/dph/comupg/aboutdph/insideDept/dirRpts/default.asp>

Public Health Week, April 4-10, 2011

We are grateful to the Health Commission for passing a resolution supporting April 4-10, 2011 as Public Health Week in San Francisco. The theme of this year's Public Health Week, "Safety is no Accident, Live Injury Free," serves to highlight that injury prevention is a basis for healthy communities everywhere.

A number of this Department's initiatives contribute to injury prevention in a variety of ways. In particular, the Community Health Promotion and Prevention (CHPP) Section implements programs focused on injury prevention ranging from pedestrian safety to senior home injury prevention. On Thursday, April 7, during Public Health Week, CHPP's Safe Routes to School Program will coordinate Bike to School Day at over 40 schools throughout San Francisco, emphasizing key injury prevention strategies that all kids should know while biking. A press event at George Peabody Elementary School will highlight the importance and benefits of safe and active routes to school.

Additionally, CHPP's Health Education Training Center is offering the following events:

- *Think Public Health!* followed by a discussion on applying these principles to Injury Prevention
- *Brown Bag: When the Bough Breaks*; From the PBS documentary series, "Unnatural Causes"
- *Toxic Tour* of San Francisco's most environmentally challenged neighborhoods

To register for any of these events, call 581- 2400.

New Director of Community Programs

It is with great pleasure that I announce Marcellina Ogbu, DrPH, as our new Director of Community Programs, effective Monday, March 28, 2011. Dr. Ogbu has been with the Department of Health for over 25 years and brings a wealth of health management experience.

Dr. Ogbu began her career with the Department in 1985 as a Community Health Education Specialist, Senior Health Program Planner at the EMS Agency. She moved on to be the Center Director of Maxine Hall Health Center, the Chief Operations Officer of Community Oriented

Primary Care, the Director of Community Health Care and now as the Director of Community Programs. I believe that Dr. Ogbu will provide outstanding leadership as we move to implement a stronger, integrated delivery system and health care reform in the Department.

I also would like to take this opportunity to thank Marc Trotz, Director of Housing and Urban Health, for his role as Interim Director of Community Programs for the last three months. He provided great leadership during this time period, and assisted me as I transitioned into the Director's role.

DPH Role in Japanese Tsunami Aftermath

The newly-formed Public Health Emergency Preparedness and Response Section (PHEPR), directed by Erica Pan, MD, officially commenced this February. This new section will work closely with staff throughout the Department to oversee and administer relevant grants, and coordinate DPH emergency planning and response. Key initial tasks for PHEPR staff include the identification of short and long-term goals, setting up a steering committee, transitioning grant administration, and improving planning, response and communication.

In March, the PHEPR Section was put to its first test when concerns arose over radiation from Japanese nuclear reactors reaching California. Working closely with staff from the Department of Emergency Management and DPH, Tomás Aragón, MD, Health Officer and Dr. Pan, spearheaded a team that monitored the numerous international, federal, state, regional and local agencies that have a variety of responsibilities for issues from international travel, to commerce to water and air safety.

Although no danger to the Bay Area was expected, the Section immediately issued briefings, developed San Francisco-specific FAQs, and created a communications plan to disseminate information to various audiences through the DPH and sfgov websites, 311, DPH intranet, CCSF partner agencies, and a Health Alert and teleconference with hospitals to provide updates. We also created a quick link button on the front page of our DPH public website for easy access to documents and other reliable sources of information from all of the agencies we were working with. Throughout the event, I asked staff to ensure that as information was compiled, it was shared with our community-based partner organizations.

I am proud of the Department's response to this emergency and pleased to note the role that PHEPR played in coordinating the City's efforts. For a complete look at the documents and work produced since the Japanese earthquake and tsunami struck on March 11, go to http://www.sfdph.org/dph/comupg/aboutdph/newsMedia/emergency_notice.asp.

Broderick Street: A Little Story about a Little Spending Money

Twice each week the 33 residents of the Broderick Street Adult Residential Facility, a Direct Access to Housing program, come together for a community meeting. The residents who call Broderick home have both medical & behavioral health conditions and live on fixed incomes that give them an average of \$125/month for spending money. At the community meeting shortly after the Japan earthquake and tsunami, RAMS Administrator at Broderick, Michael Badolato, noticed an especially somber atmosphere among the residents, many of whom have a difficult time articulating feelings. But on this particular occasion, it became apparent that the

tragic events in Japan, along with the images of the terrible suffering of the victims, were affecting the Broderick residents. A discussion about feelings of helplessness and overwhelming sadness for the people in Japan led to a suggestion that making a donation to the relief efforts would be something they could do, and make a difference in the face of so much devastation. Michael Badolato inspired the residents: he would match out of his own pocket any money that the residents contributed. The residents came back the next week with \$150, matched by Michael for a total of \$300. And because good deeds can frequently inspire more good deeds, the staff at the Broderick also raised and contributed another \$150.

Last week, Michael Badolato had the distinct honor of delivering \$450 to the Japanese Cultural and Community Center of Northern California from the 33 residents & staff of Broderick. I know the Commissioners join me in thanking the Broderick residents, Michael Badolato, and the staff at RAMS for this generous and moving gesture.

World TB Day 2011

World TB Day was observed in San Francisco on March 24 at the Curry Senior Center, 315 Turk St. This year's celebration was a triple-bill event: marking the birth centennial of Francis J. Curry, MD, San Francisco's world TB pioneer; celebrating the good news that for the first time in the City's history, the number of new TB cases dropped below 100, to 98; and also to announce the renaming of another institution named for Dr. Curry, Curry International TB Center, formerly known as Curry National TB Center. Curry International TB Center will continue its work as one of four CDC-funded educational resource centers in the U.S., in addition to expanding its role internationally.

Mrs. Beryl Curry, wife of the late Dr. Curry, and two of their eight children attended the event. It was under Dr. Curry's leadership and guidance that San Francisco became a model city for TB control, prevention and treatment. Many of Dr. Curry's innovations, such as patient-centered care, which includes locating facilities close to the populations they serve and setting up clinic hours that were convenient for patients rather than staff, are standard models of care today that were once considered controversial. Dr. Curry also helped to found the storefront clinic that eventually became Curry Senior Center, serving independent, low-income seniors in the Tenderloin, adhering to his principles of patient-centered health.

San Francisco has much to be proud of in achieving this new low in TB cases. We were able to reach the 98 new cases mark in part because of the legacy of Dr. Curry and the commitment of those who have followed him in TB Control. Many of the recent innovations in TB Control operations, such as "smart testing" strategies, recognizing the connection between tobacco smoking and diabetes to increased risk of TB, and even newer diagnostic concepts, such as GeneXpert[®], which utilizes sputum samples and provides quicker test results, have allowed San Francisco's TB Control Program to continually improve its operation in spite of shrinking budgets and diminishing staff numbers.

SFGH Expands Patient Navigator Program

San Francisco General Hospital and Trauma Center (SFGH) has been a pioneer in cancer care and treatment for vulnerable populations for many years. Since 1997, SFGH has been able to

provide patient navigators for breast cancer patients. Studies have shown that patients with navigators have higher rates of treatment compliance, appointment attendance and overall satisfaction. Thanks to support from the American Cancer Society and AstraZeneca, we are able to expand our navigator program to patients with all types of cancer, including lung, prostate, lymph system and colon. At SFGH, patients also have access to the cutting edge of cancer research through participation in clinical trials, and treatment by nationally recognized experts. Nearly 500 individuals receive cancer treatment each year at SFGH.

First Tdap Clinic Held at Roosevelt Middle School

On Saturday, March 19, DPH conducted our first public Tdap clinic. This free clinic was organized in response to California's law requiring all 7th-12th graders to show proof of pertussis (Tdap) vaccine in the fall of 2011 or be denied school entry. In spite of torrents of rain and bolts of lightning, 467 students showed up with their families to Roosevelt Middle School to be vaccinated. Because we like to make the most of our time when delivering vaccines to the public, we were able to exercise many components of the Department's Mass Prophylaxis plan. Specific successes and learning opportunities included:

- Just-in-time training of over 120 volunteers
- Clinic set-up by the San Francisco Fire Department
- Transportation of clinic supplies by the Department of Public Works
- Logistical and marketing support by the Department of Emergency Management
- Security support by the Sheriff's Department
- All immunization records were entered into the California Immunization Registry
- Testing of mobile applications was done to track vaccine inventory and time patients at different stations

The clinic was also an outstanding example of collaboration between DPH and the San Francisco Unified School District. Special thanks to Roosevelt Middle School for use of its facility. As part of our follow up, we will be providing schools with lists of their students who, as a result of this clinic, now meet the AB354 requirement for fall 2011.

Shape Up SF to Host Health in All Policy (HiAP) Discussion

On Wednesday, April 13, from 2-4 p.m., Fox Plaza, Suite 900, Shape Up SF is hosting Linda Rudolph, MD, Deputy Director, Center for Chronic Disease Prevention and Health Promotion, California Department of Public Health, who will present an overview of Health in All Policy (HiAP). The presentation and discussion will focus on what HiAP might look like in San Francisco. This event may be of special interest to members of the Health Commission who want to learn more about the work of the Shape Up SF Physical Activity Council and its recommendations relating to HiAP, physical education, active transportation, open space and recreation. For more information, e-mail marianne.szeto@sfdph.org, or visit www.shapeupsf.org.

To download a pdf of Shape Up SF's policy brief, go to <http://www.sfgov3.org/Modules/ShowDocument.aspx?documentid=435>

Project Homeless Connect

The Department's new Director of Project Homeless Connect, Kara Zordel, has reported on her first Project Homeless Connect event held on March 16th at Bill Graham Auditorium. If Ms.

Zordel’s passionate message to staff and volunteers is any indication of the right person in the right position, then I believe Project Homeless Connect is in good hands. Here, in her own words, is an excerpt of what Ms. Zordel had to say about her first PHC experience:

“While many of you have experienced numerous Project Homeless Connect events, this was my first event. Arriving at Bill Graham in the early hours of the morning, my expectations were still unformed. What I experienced last week with you changed me.

1120 volunteers came together to bring tangible services of every kind to 1977 participants! Everywhere I turned I witnessed smiles, compassionate touches, and many of you taking the time to listen to the poignant stories of our participants. These men and women often commented on how respected they felt and how often they were surprised that someone actually wanted to take a few minutes out of their busy day to listen to them ... Every volunteer was an essential link in a vital chain leading participants to food, housing, medical treatment, dental services, prescription and reader glasses and many other essential resources.... There is a saying that when you touch another life, your life is also changed. Last week, you certainly touched and changed many lives...”

--Kara Zordel, Director

Summary of 3/16 PHC health-related services

41	Dental Examinations
85/60/550	Eye Exams/Prescription Glasses/Readers
52	Hearing Screenings
75	HIV Tests
183/60	Medical/Follow Up Appts
105	Needle Exchange
125	SSI/MediCal
5/35/24	Substance Abuse, Mental Health & Methadone Treatment
25	Wheelchair Terepairs
67	Podiatry Visits
150	Alternative Therapies

The next PHC will be held on June 10 in Bayview Hunter’s Point. For more information, go to <http://www.projecthomelessconnect.com/>.

DPH Got Talent! Show Update

I wanted to bring the Commissioners up to date on the DPH Got Talent! show scheduled for Thursday, May 26, 2011 at St. Mary’s Conference Center. What we have always said about DPH staff is true: DPH Got Talent! After three separate audition nights and over 32 performer auditions, the panel of judges selected a variety of singers, dancers, musicians and performers to showcase their

talents in the first DPH Got Talent! show that will raise money to help send foster kids to summer camp. A dedicated group of volunteers is busy putting together hundreds of details that will create what we hope will be a very exciting night of entertainment for a great cause.

Four major sponsors have stepped forward to help: Nordstrom, California Institute of Integral Studies (CIIS), Harder + Company Community Research and Kaiser, have all made generous donations towards this event. The San Francisco Public Health Foundation is acting as our fiscal agent and lending us the invaluable services and support of Executive Director, Penny Eardley . We also were fortunate to get Christie James, radio personality from 98.1 KISS FM, as our celebrity emcee for the evening.

Tickets go on sale April 1 at nine locations throughout the Department and Human Services Administration. General admission is a reasonable \$20. However, in the spirit and tradition of good causes, there is an opportunity to attend this event at a higher level. VIP tickets begin at \$100/each and will give donors access to the VIP room with food, drink and special entertainment sure to surprise and delight everyone. I invite the Commissioners to help us promote this event and support it with a contribution on whatever level you feel most appropriate.

Black History Month Recognizes Trauma Surgeon

Congratulations to Andre Campbell, MD, SFGH Trauma Surgeon, who was recognized by the Board of Supervisors during Black History Month for his service and contributions to the community. Dr. Campbell was nominated by Supervisor Malia Cohen, District 10.

Healthy Development Measurement Tool Presented at UC Berkeley Colloquia Series

Megan Gaydos, Megan Wall and Megan Wier, Epidemiologists with the Program on Health, Equity and Sustainability (www.sfpbes.org), have been invited by the UC Berkeley School of Social Welfare to present San Francisco's Healthy Development Measurement Tool on March 28 as part of the Departmental Colloquia Series. The Healthy Development Measurement Tool (www.TheHDMT.org) is an evaluation metric used to consider health needs when designing plans and projects for an urban environment. This presentation will provide an overview of this comprehensive tool including data, maps and examples of how the Department has used the HDMT and applied it to local projects.

Early Career Healthcare Executive Award

Congratulations to Baljeet Sangha, SFGH Assistant Administrator, Operations and Director of Materials Management & Volunteer Services, who recently received the Early Career Healthcare Executive Award from the California Association of Healthcare Leaders chapter of the American College of Healthcare Executives. The award recognizes Mr. Sangha's leadership ability, innovative and creative management, and executive capability.