

MEDIA ADVISORY



FOR IMMEDIATE RELEASE:

Friday, October 5, 2012

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Fleet Week comes to kids in San Francisco General Hospital and Trauma Center Pediatric Unit

Service members will visit young patients on October 5

SAN FRANCISCO, CA –Marines, Sailors and Coast Guard service members will brighten the day for kids at the San Francisco General Hospital and Trauma Center (SFGH) pediatrics unit by giving out crayons and coloring books on **Friday, Oct 5 at 10:00-11:30am**. The 15 service men and women are sure to bring smiles to the faces of SFGH's youngest patients as they tour pediatrics and talk with kids and their families. "Some of our patients are dealing with serious illnesses and injuries, so they really light up when the service members stop to visit," said Elena Fuentes-Afflick, MD, MPH, Chief of Pediatrics at SFGH.

The General is San Francisco's pediatric trauma center and provides emergency and outpatient care to more children than any other hospital in the city. Specializing in treatment of diseases that disproportionately impact children from low-income families, SFGH Pediatrics offers unique programs such as the Wraparound Program for youth affected by violence, and specialized asthma care and weight management services that are aligned with the cultures of our diverse patient population. Because many patients' health issues also are linked to environmental or social factors such as housing and safety, the SFGH Children's Health Center launched a Medical-Legal Partnership with Bay Area Legal Aid. The program links patients and their families to free legal, housing, education and health resources to address some of the non-clinical factors that exacerbate children's medical conditions.

As San Francisco's trauma center, SFGH collaborates with the U.S. military during Fleet Week to strengthen the partnership that will save lives in the event of a major disaster. This year's activities included a Peer-to-Peer Medical Exchange with civilian, Marine Corps, Navy, National Guard, Coast Guard and National Disaster Medical System teams to coordinate federal, state and local response following a major disaster. Key leaders from SFGH joined in a simulation of the delivery of emergency equipment and supplies from a naval landing craft at Ocean Beach and patient care at a medical evacuation staging area. SFGH is also hosting a conference with hospital and U.S. Navy surgeons and medical professionals focusing on advances in trauma care, applying the lessons learned on the battlefield to civilian care in disaster scenarios.

WHO: Navy, Marine and Coast Guard service members and SFGH pediatric patients, doctors and nurses

WHAT: Tour SFGH Pediatrics and pass coloring books to child patients

WHEN: Friday, October 5, 10:00-11:30am (PDT)

WHERE: San Francisco General Hospital and Trauma Center
1001 Potrero Ave. (at 23rd St.)
San Francisco, CA 94110

Media please gather in main lobby at 10:00am

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