

APPENDIX C

CONNECTING WITH PUBLIC BROADCASTING

The following is an overview of the public broadcasting system for those who wish to involve their local public television and radio stations in support of *Remaking American Medicine*.

Public Broadcasting Service (PBS)

PBS is a private, nonprofit media enterprise owned and operated by the nation's 349 public television stations. Founded in 1969, its mission is to "use the power of noncommercial television, the Internet and other media to enrich the lives of all Americans through quality programs and education services." Available to 99 percent of American homes with televisions and to an increasing number of digital multimedia households, PBS serves nearly 100 million people each week. Over the years the PBS system has addressed an array of health care issues. More than 100 of the nation's PBS stations are also co-licensees with public radio stations. Additional information about PBS can be found on their Web site – www.pbs.org.

National Public Radio (NPR)

NPR is an internationally acclaimed producer and distributor of noncommercial news, talk and entertainment programming. A privately supported, nonprofit membership organization, NPR serves more than 760 independently operated, noncommercial public radio stations in all 50 states, the District of Columbia, Puerto Rico and Guam. Each station designs its own format by combining local programming with offerings from NPR and other sources. Additional information can be found on www.npr.org.

The Corporation for Public Broadcasting (CPB)

CPB is a private, nonprofit corporation created by Congress in 1967. Public broadcasting has a fundamental commitment to develop and fund quality, culturally diverse programming for the American public. CPB provides resources to more than 1,000 locally operated public radio stations and public television stations across the country. It provides the largest source of funds for public radio and television programming. Additional information can be found on www.cpb.org.

National Center for Outreach (NCO)

NCO assists stations with community outreach efforts. NCO encourages meaningful outreach at the local level and provides resources, training and financial support to public television stations. NCO produces The Public Television Outreach Directory that provides two points of station contact -- the General Manager and the Station Outreach Director. This directory can be found by clicking on the icon on at www.nationaloutreach.org.

PBS STATION INCENTIVE GRANTS

Project Abstracts

Arkansas Educational Television Network
Dan Koops, Outreach Producer
Conway, AR

AETN is partnering with the Arkansas Foundation for Medical Care, their Quality Improvement Organization, to find the state's most innovative examples of individual and institutional quality improvement models and local *Champions of Change*.

Targeting issues of chronic disease and access to health care, AETN will produce a statewide viewer call-in program and develop a collection of print publications that include statewide health care resources and an educational traveling exhibit that will appear at health-related conferences, workshops and professional medical trainings throughout the state to maximize the reach of *Remaking American Medicine*.

Detroit Public Television
Anne Patten, Director, Outreach and Program Promotion
Detroit, MI

Detroit Public Television and MPRO, Michigan's Medicare Quality Improvement Organization, are partnering to promote better understanding of health literacy and its impact on health care.

The Detroit coalition includes the Henry Ford Health System, Wayne State University, Detroit Medical Center, St. John's Health, the American Medical Association and the State of Michigan's Surgeon General's office. The effort will include a needs assessment that has already identified such issues as understanding medical advice, completing health insurance forms, and overcoming cultural barriers.

Outreach activities will include a training conference for physicians to suggest ways of improving patient-doctor relationships, screening events and a feature story on health literacy that will appear on DPTV's weekly public affairs program, *American Black Journal*.

Iowa Public Television
Mary Bracken, Outreach and Communications Coordinator
Johnston, IA

Iowa Public Television is working with the Iowa Foundation for Medical Care (IFMC), their state Quality Improvement Organization, and a broad network of partners to produce four segments for *Living in Iowa*, a weekly statewide public affairs program produced by the network. These segments will address how to get patients to be better advocates for their health care.

The current coalition consists of the IFMC Medicare Consumer Advisory Council, which includes representation from the AARP, as well as the Iowa Department of Elder Affairs, the Iowa Medical Society and the Iowa State Medicaid agency. The outreach will target nursing homes,

home health agencies and hospital partner groups, and the station will produce an Iowa health care consumer toolkit for these target audiences.

The coalition will conduct an extensive statewide assessment of consumer health care needs to guide them for the development of programming content and collateral materials.

KETC

Amy Shaw, Director of Education Services
St. Louis, MO

KETC is partnering with Primaris, the Quality Improvement Organization for Missouri, to better educate the public about health care delivery. Their coalition includes members from the Missouri Hospital Association, the Missouri Department of Health and Senior Services, and the Missouri Academy of Family Physicians.

Working with the three other Missouri stations, KETC will produce four, half-hour documentaries focused on health care issues raised in *Remaking American Medicine*. They will also produce four to six interstitials to encourage Missouri residents to become advocates of their own health care.

KETC will also create a DVD resource kit that will include programming, materials and resources on the quality health care movement in Missouri and how to access those resources.

KRWG

Edith Treadwell, Creative Services Director
Las Cruces, NM

Because diabetes has reached epidemic proportions in New Mexico, KRWG intends to address the issue by increasing awareness of the symptoms, helping to motivate diabetics to take control of their own care, and presenting simple life style changes.

The New Mexico coalition includes La Clinica de Familia's Promotora Program, the Cooperative Extension Service at New Mexico State University's College of Agriculture and Home Economics and the New Mexico Medical Review Association, the statewide Quality Improvement Organization.

KRWG plans two live call-in programs and will develop materials in both English and Spanish. The station will produce bilingual magnetic cards that will contain bullet points listing diabetes symptoms to watch for, as well as care and lifestyle pointers.

KSPS

Kerry Faggiano, Manager, Corporate Marketing and Outreach
Spokane, WA

KSPS intends to implement a statewide campaign involving KTNW/Tri Cities, KYVE/Yakima, KBTC/Tacoma, KWSU/Pullman and several public radio stations. The goal is to inform, educate and motivate rural citizens to take more responsibility for their own health care and address issues of access.

KSPS' coalition includes Qualis Health, the state Quality Improvement Organization, AARP, the American Hospital Association, Spokane Public Schools, Inland Northwest Health Services, Northwest Telehealth, Community Health Education and Resources (CHER), TEVA Neuroscience, Holy Family Hospital and Rockwood Clinic area health care providers.

The campaign will include a live call-in program addressing rural medical issues and feature segments profiling local *Champions of Change*. KSPS will host program screenings and discussions, and produce print and online collateral materials that will also be available in Spanish and Russian.

Louisiana Public Broadcasting
Bob Neese, Promotions Manager
Baton Rouge, LA

Louisiana Public Broadcasting (LPB) working with the Louisiana Health Care Review, the state Quality Improvement Organization, will produce a live town hall meeting called *Louisiana Public Square*. The goal will be to deepen citizens' understanding of future health care delivery and how quality health care data can be used to help patients become advocates of their own health care. Other coalition members include the Louisiana Nursing Home Association, Louisiana Hospital Association, Volunteer Hospital Association, The HomeCare Association of Louisiana and Louisiana State Medical Society.

The outreach effort includes a series of statewide Patient Education Seminars that will underscore the importance of quality health care. Speakers consist of physicians, a representative from the Senior Health Insurance Information Program, a Medicare Provider and a representative from the Governor's Office.

LPB is working with the LSU Public Policy Research Lab to evaluate their town meeting and other outreach activities to measure the shifts in attitudes by project stakeholders and consumers about health care delivery.

Maryland Public Television
Faith Michel, Director of Outreach
Owings Mills, MD

MPT will utilize *Remaking American Medicine* and its resources to conduct targeted outreach around the issue of cardiac care for senior women. Coalition partners will include the Delmarva Foundation, local American Heart Association chapters and the Maryland Department of Aging.

MPT is hosting a Leadership Summit on senior wellness and will use the feedback received from the event to assess needs for outreach to senior women.

The station will host screening and discussion events within senior communities, at regional health events and at public libraries to encourage discussion of the issue. With partners, MPT will develop healthy heart checklists to be distributed at community events and screenings and to consumers via mailings and the project Web site.

Nebraska Educational Telecommunications
Bill Kelly, Executive Producer, News & Public Affairs
Lincoln, NE

Nebraska Educational Telecommunications (NET) is addressing the issue of patient safety. It is working with CIMRO-Nebraska, the statewide QIO and a coalition of 15 other organizations including the Nebraska Department of Health and Human Services, Division of Aging, Nebraska Office of Public Health and Nebraska Association of Home and Community Health Agencies, among others.

NET will produce segments for its weekly news magazine *Statewide* that highlight Nebraska issues and best practices dealing with patient safety. It also intends to hold community screenings across the state to engage key stakeholders in these discussions.

New Jersey Network
Elizabeth Christopherson, Executive Director
Trenton, NJ

Based on research from the New Jersey Collaborative Center for Nursing of Rutgers University, it appears that New Jersey will be suffering a nursing shortage of 43% by 2020. New Jersey Public Television & Radio, along with their coalition, intends to stimulate a statewide dialogue on the nursing shortage.

A forum, hosted by NJN will be broadcast and promoted to health care constituents, medical professionals, state agency officials, nursing education leaders and other decision-makers. The goal will be to engage participants to suggest solutions to this problem. An evaluation will track the next steps for the coalition to take in addressing the issues.

NJN will also address this issue in their nightly news program, *Healthwatch*, and produce segments highlighting best practices that will also appear on *NJN News* that also airs on WNET/New York.

Rocky Mountain PBS (KRMA)
Claudia L. Dunning, Foundation Relations
Denver, CO

Rocky Mountain PBS is working with the Anti-Defamation League and the Colorado Foundation for Medical Care, their statewide Quality Improvement Organization, on an outreach project called *Healthy Impact!* The goal is to explore the link between mental and physical health care discrepancies and cultural competence on the part of medical professionals.

Representatives from the Littleton Adventist Hospital, the Colorado Foundation for Medical Care, Regis University, Anthem BlueCross BlueShield and the Asian Pacific Development Center, among others, have convened three initial steering committee meetings. Their goal is to create awareness about how vulnerable populations overcome barriers in their interactions with health care providers.

Rocky Mountain PBS will produce two specials as part of their weekly public affairs program, *Colorado State of Mind*, on the results of the quality improvement efforts undertaken by the *Healthy Impact!* project and *Remaking American Medicine*. They also plan to host a community Teleconference Summit and discussion for partners to deliver project results.

South Carolina ETV
Carolyn Holderman, Director of Higher/Medical Education
Columbia, SC

In response to South Carolina's majority rural population and its residents, which are nearly leading the nation in percentages of chronic diseases, the primary goal of the SCETV campaign will be to educate the public, and senior citizens in particular, on this important issue.

SCETV's coalition includes Carolina Medical Review, the Quality Improvement Organization that serves both North and South Carolina, the local chapter of AARP, the South Carolina Hospital Association, the South Carolina Medical Association and others. The station plans to produce a town hall meeting recognizing *Champions of Change* and health care features to be broadcast on Clemson University's daily program entitled *At Home, Southern Style*.

Community involvement activities will include presentations at fall medical conferences, workshops for senior citizens and a *Remaking American Medicine* event on Senior Citizen Day at the South Carolina State Fair.

South Dakota Public Broadcasting
Sherri Rodgers, Director Education and Outreach
Vermillion, SD

South Dakota Public Broadcasting (SDPB) will partner with the South Dakota Foundation for Medical Care, the state Quality Improvement Organization and other medical groups in the state to address the issue of access to health care. The goal will be to inform minority residents, rural residents, the underserved, and other consumers about their rights and responsibilities. Potential coalition members include the South Dakota Department of Health, the South Dakota Nurses Association, and the South Dakota Association of Healthcare Organizations.

The outreach effort will include a special prime time edition of SDPB's weekend health program, *On Call*, community screenings, discussions and statewide family events on issues raised in *Remaking American Medicine*. One screening will be held on a Reservation community that will target Native Americans. Special collateral materials will be produced that will target youth and families.

Twin Cities Public Television
Ann Sunwall, Senior Outreach Officer
St. Paul, MN

TPT is developing a Community Healthcare Awareness Initiative (CHAI), in partnership with Stratis Health, the statewide Quality Improvement Organization. Other prospective partners include the Metro Area on Aging, Hospice Minnesota, Dakota Area Resources and

Transportation for Seniors (DARTS). Activities will address issues of chronic health care for their aging and immigrant populations. The focus of the campaign will be to demystify hospice services and increase awareness of health care advancements and specific health care resources for these communities.

TPT plans two companion programs to support their *Remaking American Medicine* campaign. Stratis Health will hold a community forum on these issues and TPT will videotape and incorporate it in an hour-long documentary that will explore issues at a state level. A local documentary will focus on statewide best practices and *Champions of Change*.

The University of North Carolina TV
Mary Cay Corr, Diversity Coordinator
Research Triangle Park, NC

UNC-TV will build on their successful three-year health initiative entitled *HealthWise* to address the issues of health literacy and chronic care for seniors. Current coalition members include the Governor's Emerging Issues Task Force, a University of North Carolina health initiative combining the resources of the sixteen constituent campuses of the University of North Carolina, North Carolina Health and Wellness Trust Fund Commission and the North Carolina Cooperative Extension Services.

UNC-TV's outreach campaign will include hosting a health summit/training workshop with health experts addressing the issue of health literacy for seniors. Their Web site will contain a special health section including materials written by these experts. In addition, each month throughout the campaign, UNC-TV will produce a segment on health care quality that will be featured in their series, *Focus on Health*.

WCVE/WHTJ
John H. Felton, VP for Programming and Production
Richmond & Charlottesville, VA

WCVE/WHTJ will partner with the Virginia Health Quality Center (VHQC), the state Quality Improvement Organization, the Virginia Commonwealth University's Medical College and two local NPR stations to address issues of access. WCVE/WHTJ will produce a local public affairs program to air in conjunction with *Remaking American Medicine*. The stations will also work with VHQC to produce a "Health Care Passport," a pocket-sized guide to medical tests and other issues that patients should be aware of when communicating with their physicians.

WCVE/WHJT plan to develop a companion health area on their Web site and to develop a partnership with an online community guide at the City of Richmond Web site to expand their outreach activities to the broader community.

WEDU

Larry Jopek, VP of Community Partnerships
Tampa, FL

WEDU is partnering with the Florida Medical Quality Assurance, Inc. (FMQAI), the state Quality Improvement Organization, and the Tampa Bay Healthcare Collaborative, which consists of many citywide health care organizations. The campaign will focus on the issue of diabetes within the Latino/Hispanic communities.

Activities are intended to engage local and statewide stakeholders, health care professionals, community organizations, non-professional caregivers, consumers and the Hispanic population, in particular. Outreach will include a local call-in program with a panel discussion and a viewer help line with calls answered by the American Diabetes Association. Callers will receive a bilingual booklet answering questions about prevention and treatment.

FMQAI is also producing a documentary on diabetes aimed at the Hispanic community. It will be offered to all Florida PBS stations.

WETA

Ferne Barrow, Senior Director, Outreach and Education
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WETA will focus its campaign on a patient-centered approach that will address the risk of heart disease among African-American women by heightening awareness of the disease.

WETA's coalition includes the Delmarva Foundation of the District of Columbia and the local D.C. office of the American Heart Association (AHA) and several local African-American churches. WETA and the coalition intend to hold a series of forums entitled, *Remaking the District's Medicine: The Intersection of Faith and Health*, to explore treatment and prevention options. The forums will also feature clips from *Remaking American Medicine*.

WETA will produce several interstitials for broadcast that will feature designated activities of local health care ministries and other potential *Champions of Change*. They will also expand their outreach and promotion efforts to libraries, hospitals, community-based clinics and other African-American special interest groups.

WFYI

Gail Thomas Strong, Outreach Director
Indianapolis, IN

WFYI is working with Health Care Excel, the state Quality Improvement Organization, and other community partners on a three-pronged outreach campaign to enhance providers' knowledge of transformational change, inspire health care consumers to seek better health care and inform policy-makers about best-practice models. Other coalition members include the Indiana University School of Medicine, Riley Hospital, and the Indiana Primary Health Care Association.

With their partners, WFYI will convene a statewide health care conference entitled *Sparking Transformational Change* with over 1,000 health care providers attending. Conference presentations will focus on improving the delivery of health care.

The campaign will involve a variety of activities including local productions, radio spots, conference presentations, Web-based discussion forums and community screenings.

WHUT

Jennifer Lawson, General Manager

Washington, D.C.

WHUT's campaign will focus on health care policies and preventive care for breast cancer, diabetes, high blood pressure, HIV/AIDS and diseases affecting minority communities.

WHUT-TV will use the *Remaking American Medicine* series to initiate a major campaign highlighting two themes: "Caring for Your Health" and "Quality Care for All." The first will emphasize preventative care and look at the role of the individual. It will emphasize the themes of access and making the best use of local acute and preventive care facilities and resources. The second will examine regional health care policies.

WHUT's current coalition includes the Delmarva Foundation, their local Quality Improvement Organization, Howard University Hospital, the D.C. Department of Health, the American Hospital Association, the National Medical Association and NBC 4.

WHYY

Willo Carrey, Executive Director, Wider Horizons

Philadelphia, PA

Outreach for *Remaking American Medicine* will build on WHYY's expertise and partnerships in chronic illness, care-giving and end-of-life issues, and expand its commitment to education about health care issues as presented in the series through their Caring Community Coalition.

In addition to the coalition, the Quality Improvement Organizations in Pennsylvania, New Jersey and Delaware and National Partner organizations, the station has identified other health care and medical education organizations that will be invited to participate in community dialogues and outreach efforts including a town hall meeting in their station's studio. WHYY will also produce a special radio program addressing these issues on their NPR series, *Voices in the Family*, hosted by Dan Gottlieb.

WTTW

Shaunese Teamer, Manager of Community Outreach & National Publicity

Chicago, IL

WTTW is partnering with the Illinois Foundation for Quality Health Care (IFQHC), the state Quality Improvement Organization, and the American Diabetes Association to address the cultural differences in treating diabetes within the Hispanic and African-American communities.

Working in conjunction with the IFQHC, the partners are developing an assessment tool to determine Chicago's geographical areas most in need of diabetes information. The results will be used to develop a grassroots campaign intended to encourage community involvement. It will consist of developing and disseminating materials about the importance of diabetes screenings.

WTTW will produce a local program that will include a round table discussion on the issue as well as produce segments for *Chicago Tonight*, its local public affairs program. The station will produce flyers and posters and develop radio and Web-based activities to support the campaign.

IFQHC is also producing a documentary on diabetes targeted to underserved audiences and is working with WTTW, WILL/Urbana and WSIU/Carbondale to broadcast the special throughout the state.

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