



Improving Health Care – Community by Community

The goals of *Remaking American Medicine*[™]...*Health Care for the 21st Century* (RAM) and the national outreach campaign are to stimulate a dialogue and to issue a call to action to improve the quality of health care. They are intended to help empower viewers to become advocates for better care and to motivate, inspire and connect individuals, organizations and institutions.

In order to accomplish these objectives, the campaign has encouraged the creation of local RAM coalitions representing private purchasers, providers, policy-makers, regulators, public broadcasting, consumer advocates, patients and their families. Today, 27 RAM coalitions are actively engaged in a variety of local outreach activities. Each coalition selected a particular quality issue, set goals, established alliances, pooled resources and are taking positive action – community by community.

The following are brief examples of their efforts. To learn more please log on to RAMcampaign.org. Go to the “Connect with Others” section; select a state from the drop down menu and type **Coalition Support** in the keyword box. You can also access this entire document in the “Press Room” in a PDF and HTML file.

St. Louis, Missouri

KETC, the St. Louis PBS station, in partnership with Primaris Health, Missouri’s Quality Improvement Organization, and more than 30 local organizations is conducting a statewide public outreach campaign. The goal is to encourage the public to become stronger advocates for their own health care and to facilitate a public dialogue about the issues addressed in *Remaking American Medicine*.

The cornerstone is a four-part documentary series, *Remaking Missouri Medicine*, which is meant to inspire and empower viewers. The programs will air in April and be rebroadcast in the fall around the national series. The local programs will explore the advances being made to improve the quality of patient care in hospitals including how technology is advancing chronic disease management and facilitating access to health care.

Surrounding the national premiere, coalition partners will hold RAM screening events across the state, make presentations to health care groups and collaborate in the development of a companion consumer resource guide, *Remaking Missouri Medicine: Guide to Quality Healthcare*. They will also assist in the statewide promotional campaign.

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Indianapolis, Indiana

The Indiana RAM coalition is dealing with issues involving patient- and family-centered care. The objective is to encourage patients and families to become stronger advocates for their own health care. The campaign is focusing on medication management, communication with health care providers, patient safety in hospitals and chronic disease management.

Coalition members include PBS station WFYI; Health Care Excel, the state Quality Improvement Organization; the Indiana School of Medicine; Butler University; the University of Indianapolis School of Nursing; the Riley Children's Hospital; and the Central Indiana Council on Aging.

The campaign Web site features three *Champions of Change* from the Indiana School of Medicine who are pioneers in electronic medical records and chronic care. Additional *Champions* will be featured in local television and radio programming, online and in coalition partner publications. In addition, coalition members are providing monthly consumer *Healthcare Tips* that are posted to the campaign Web site and in the station's *Member Magazine*.

RAM coalition members will conduct health care forums and Web casts. They have made presentations at statewide conferences and are promoting the series and campaign on their respective Web sites and publications. Several will host community screenings and discussions around the series premiere including forums at the Citizen's Healthcare Forum and Butler University, Riley Hospital's annual *Family Health Day* and WFYI's *Speaking of Women's Health Day* in August.

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Tampa, Florida

WEDU and the FMQAI, Florida's Quality Improvement Organization, are focusing on diabetes prevention and management within the Hispanic and Latino communities. Coalition partners include the American Diabetes Association and the Tampa Bay Healthcare Collaborative, which consists of a number of citywide health care organizations.

The RAM coalition also includes local and statewide stakeholders, health care professionals, community organizations, non-professional caregivers and consumers. WEDU, in collaboration with FMQAI, produced *Diabetes & You*, a 30-minute program that addressed diabetes prevention and treatment. Originally broadcast in the fall of 2005, it will be offered to other Florida PBS stations and rebroadcast around the premiere of *Remaking American Medicine*.

Volunteers from the local chapter of the ADA will respond to callers during the program and viewers will receive *Diabetes & You*, a bilingual booklet focusing on the prevention and treatment of diabetes. In addition, coalition members are holding diabetes screenings and discussion groups and members are distributing clips from the program to providers throughout the Tampa Bay area. *Champions of Change* will participate in the publicity campaign. A companion Web site, tampabayhealth.org, includes consumer tools developed by coalition partners.

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Salt Lake City, Utah

KUED, working in partnership with HealthInsight Nevada, the Quality Improvement Organization, is developing a statewide campaign intended to encourage physicians, community groups and consumers to become stronger advocates for quality improvement. Coalition members include AARP, the Utah Medical Association, the End of Life Care Partnership, Regency Blue Cross Blue Shield, University of Utah School of Medicine, Caregiver Coalition of Utah and Intermountain Health Care.

Through programming, community forums and workshops, the coalition will leverage *Remaking American Medicine* in the hopes of developing and maintaining a long-term quality improvement initiative.

In August, coalition members will participate in 16 statewide forums that will address quality health care and chronic disease management issues. Members are currently conducting research, identifying issues relevant to Utah and

selecting providers to participate in these events. Coalition members are providing consumer tools and resources for a special kit called *RAM Workshops in a Box* that will be distributed to hospitals and medical colleges throughout the state. Once selected, local *Champions of Change* will participate as campaign spokespersons and appear in local programming and discussion forums.

KUED plans to produce a 30-minute program on its public affairs series, *Utah Now*, that will feature the local *Champions of Change*.

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Columbia, South Carolina

South Carolina's rural community is nearly leading the nation in the percentage of its population suffering from chronic diseases. The RAM coalition's statewide public education campaign is meant to empower patients to better manage their own health care with a special focus on seniors.

Coalition members include South Carolina ETV; the state's Quality Improvement Organization, Carolinas Center for Medical Excellence (CCME); AARP; the South Carolina Hospital Association; and the South Carolina Medical Association, among others.

SCETV is producing a 30-minute documentary, *It's Your Health...You Call the Shots*, which will address the issues of patient safety, prevention of medical errors and implementation of electronic medical records. The documentary will be broadcast in conjunction with the national broadcast of *Remaking American Medicine*. It will also be video streamed on the station's Web site and will serve as the focus for public screenings, events and presentations before target audiences.

Coalition members are selecting *Champions of Change* who will be featured on the campaign Web site, in publications and in other publicity efforts. The coalition is also developing patient resources targeting underserved audiences. They will include lists of free medical clinics and services and monthly tip sheets on specific disease management. Coalition members are making quality improvement presentations to hospitals, home health care agencies and nursing homes and are distributing consumer tools and resources.

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Minneapolis/St. Paul, Minnesota

The goal of the RAM outreach campaign is to address issues of chronic disease management and access to health care for underserved populations across the state. Twin Cities Public Television (TPT) has developed a Community Healthcare Awareness Initiative (CHAI) to focus on these issues. It is working in partnership with Stratis Health, the state Quality Improvement Organization, and the Buyers Health Care Action Group, among others.

TPT will produce a documentary that will air in conjunction with *Remaking American Medicine*. Produced by Fred de Sam Lazaro, a health care field producer for *NewsHour With Jim Lehrer*, the documentary will feature Minnesota *Champions of Change*.

In addition, TPT will hold three community discussion forums facilitated by Stratis Health in Minneapolis, Duluth and Rochester. The forums will feature *Champions of Change* as well as clips from *Remaking American Medicine* and the local documentary. One of the forums will be taped for future broadcast.

Coalition members are developing a consumer tool kit that will be made available to viewers, distributed to health care organizations and related caregiver support groups, and provided to public libraries.

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Detroit, Michigan

Detroit Public Television (DPTV) and MPRO, Michigan's Quality Improvement Organization are the primary partners in a statewide effort that is focusing on improving quality of care for underserved populations.

RAM coalition partners include the Henry Ford Health System, Wayne State University, Detroit Medical Center, St. John's Health, the American Medical Association, the state of Michigan's Office of the Surgeon General and the statewide Chronic Illness Association, among others.

DPTV is producing a 30-minute program, *To Help You Heal*, which will feature local *Champions of Change* – individuals and institutions who are working to reduce disparities in health care. Physician volunteers will host a live phone bank in DPTV's studios. The program will be broadcast in tandem with the national series and distributed to other Michigan PBS stations. Coalition members will also distribute program clips to health care providers.

In addition, DPTV and MPRO are developing a Physicians Literacy Workshop to be held at Wayne State University on the issue of cultural competencies. Coalition members are developing the curriculum. They will provide experts and assist with its implementation.

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Richmond/Charlottesville, Virginia

Virginia's RAM coalition is addressing the health care needs of uninsured and underserved patients. The 30-member coalition includes the Virginia Health Quality Center (VHQC), AARP Virginia, the Virginia Department of Health, Virginia Hospital & Healthcare Association, Virginia Commonwealth University's Medical College, and the Center for Quality Health Care & Consumer Protection, among others.

In conjunction with the series premiere, WCVE/WHTJ will broadcast two live call-in programs featuring local *Champions of Change*. One program will focus on the statewide nursing shortages and the second will address patient care and safety. The station is currently working with the VHQC to produce a *Health Care Passport*, a patient resource guide focusing on preventative health care and chronic disease management. It will be made available to viewers, distributed across the state by coalition members and placed on the station's Web site. RAM coalition partners will select *Champions of Change*, assist with panel selection and support the statewide promotional efforts. WCVE will also host several community screenings of *Remaking American Medicine*, followed by discussion groups.

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Chicago, Illinois

The Chicago RAM coalition is addressing the issues of diabetes prevention and management within the Hispanic and African-American communities.

WTTW is partnering with the Illinois Foundation for Quality Health Care (IFQHC), the state Quality Improvement Organization; the American Diabetes Association; the Illinois Hospital Association; the University of Chicago Medical Center; Northwestern University; and Midwest Business Group on Health.

Working in conjunction with IFQHC, the coalition partners have developed an assessment tool to determine the geographical areas most in need of diabetes education. The results will be used to develop programming, related collateral materials and outreach efforts.

WTTW is collaborating with the Midwest Business Group on Health to produce a segment about diabetes management and prevention for *Chicago Tonight*, its local public affairs program. The station will also produce flyers and posters and conduct both radio and Web-based activities to support the campaign. WTTW, in collaboration with the Illinois Hospital Association, plans to hold screening events in several hospitals around the series premiere.

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WHYY-TV is a member of the Caring Community Coalition, a coalition of 100 organizations located across the region. Other coalition members include the Hospital and Health System Association of Pennsylvania, the New Jersey Hospital Association, AARP, the Delaware Healthcare Association, the American College of Physicians and the American Board of Internal Medicine. The goal of the RAM campaign is to address the needs of medical education and to improve provider communication skills.

The coalition has selected the Longitudinal Experience to Appreciate Patient Perspectives (LEAPP) program at the University of Pennsylvania School of Medicine as a *Champion of Change*. The program follows a group of medical students who are paired with chronically ill patients for the duration of their medical school training. The goal is to improve the patients' care and the students' communication skills. WHYH will feature this initiative in a local program airing close to the series premiere.

WHYY will also produce a live town hall meeting in their studios for medical school leaders, providers and the general public. It will feature *Champions of Change* who are addressing medical education needs in Philadelphia and surrounding communities. The meeting will also be Web cast and archived on the station's Web site. WHYH-FM will also produce a complementary radio program for its NPR series, *Voices in the Family*.

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Baton Rouge, Louisiana

The goal of the RAM Coalition is to address the health care needs of the uninsured and to increase consumers' understanding of how to better access health care delivery. Coalition members include Louisiana Public Broadcasting (LPB); the Louisiana Health Care Review, the local QIO; AARP; the Louisiana Nursing Home Association; the Louisiana Hospital Association; Volunteer Hospital Association; and the Louisiana State Medical Society.

Working with its coalition partners, LPB is compiling information about patients' rights and provider services throughout the state. This information will be used to guide program content as well as to develop consumer tools and resources.

In addition to a live town hall meeting on the uninsured that will be produced by Louisiana Public Broadcasting, the outreach effort will include a series of six statewide Patient Education Seminars focusing on the needs of the uninsured. Speakers will include providers, coalition members and state government representatives, including Centers for Medicare & Medicaid Services.

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Heart disease is the number one killer of women. According to the American Heart Association (AHA), African-American women face a greater threat of death from heart disease than women of other races. WETA-TV is leading a patient- and family-centered campaign focusing on cardiovascular disease prevention and management among African-American women in the Washington, D.C. area. The campaign is meant to inform, provide useful tools and resources and encourage women to become stronger advocates for their own health care.

Coalition members include the Delmarva Foundation of the District of Columbia, the local Quality Improvement Organization; the D.C. office of the American Heart Association; the National Association of Black Nurses; the Capitol City Cardiovascular Wellness and Rehabilitation Center; Unity Health; and Chartered Family Health.

The role of the faith community in addressing health-related issues has been, and continues to be a vital part of African-American life. The RAM coalition will produce a series of Educational Forums focusing on treatment and prevention of heart disease for this target audience. These events, entitled *Remaking the Districts Medicine*, will be held in African-American churches and community centers. WETA and the Unity Health medical staff are conducting a focus group of African American women in May. The results of this qualitative research will help guide the overall awareness campaign including the Educational Forums.

Coalition members will provide speakers at local events and provide promotional support for the entire campaign. Local *Champions of Change* will be featured at the Forums as well as in brief videos to be produced and broadcast by WETA.

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Vermillion, South Dakota

Access to adequate health care for the underserved and rural population is a major issue in South Dakota. The goal of the RAM coalition is to inform and empower these target audiences, with a special emphasis on American Indians within the state.

The “Power to the Patient” RAM coalition includes South Dakota Public Broadcasting (SDPB); the South Dakota Foundation for Medical Care, the state QIO; the South Dakota Department of Health; the South Dakota Nurses

Association; the South Dakota Medical Association; South Dakota Foundation for Medical Care; and the South Dakota Association of Healthcare Organizations.

The coalition will mount a statewide promotion campaign that will include four community screenings, a series of local discussion groups and outreach at family health fairs. One screening event will be held on an American Indian Reservation.

The station will produce a special primetime edition of a weekend health series entitled *On Call*, which will air in conjunction with *Remaking American Medicine*. The coalition, working with the South Dakota State Medical Association, is producing a companion consumer brochure that will include tips and resources on how to better access health care. The brochure, which will be available on the station Web site, will be distributed at community events, screenings, health fairs and American Indian Reservations.

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Lincoln, Nebraska

The RAM coalition in Nebraska is focusing on patient safety and patient- and family-centered care. The goal is to encourage consumers to be more proactive in meeting their own health care needs, with a special emphasis on seniors.

Coalition members include Nebraska Educational Telecommunications (NET); CIMRO-Nebraska, the state QIO; the Nebraska Department of Health and Human Services; AARP; the Nebraska Division of Aging; Nebraska Office of Public Health; Nebraska Association of Home Health; Nebraska Health and Human Service; and the Office of Minority Health and Community Health Agencies, among others.

Coalition partners are actively engaged in all aspects of the campaign. They will hold a series of RAM screening/events and forums throughout the state and select local *Champions of Change*. The *Champions* will be featured in NET's weekly news magazine series, *Statewide*, and will participate in a series of panel discussions on *Nebraska Connects*, a statewide call-in program also produced by the station. They will also be featured on NET Radio, which is heard throughout the state.

Dr. Sheila Ryan, Ph.D., professor at the College of Nursing at the University of Nebraska Medical Center, is a member of the national advisory panel for *Remaking American Medicine* and is also participating in the outreach campaign.

The coalition is developing a promotional brochure for distribution at statewide health conferences for hospitals, rural health facilities, community health organizations and pharmacists. CIMRO's Web site is serving as the 'nerve center' for the campaign. Other coalition partners are placing RAM related, family-centered information on their respective Web sites.

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Little Rock, Arkansas

Arkansas ranks high in the U.S. in mortality rates due to such chronic illnesses as heart disease, stroke, cancer, diabetes and obesity. The Arkansas RAM coalition is addressing the health care needs of patients and families who must deal with these chronic diseases.

Arkansas Educational Television Network (AETN) is partnering with the Arkansas Foundation for Medical Care (AFMC), the state Quality Improvement Organization; the Arkansas Center for Health Improvement; and the Arkansas Hospital Association, as well as a number of hospitals and health clinics throughout the state.

A recent Obesity Leadership Summit, hosted by AETN, served as the catalyst for the campaign. Eight *Champions of Change* have been chosen for a one-hour documentary that will air in conjunction with *Remaking American Medicine*. One of these *Champions* is Arkansas Governor Mike Huckabee, who is highly focused on the issue of obesity. As Chairman of the National Governors Association (NGA), Governor Huckabee has included this issue in NGA's program, *Healthy America*.

AETN is producing an educational traveling exhibit on chronic care that will feature the work of local *Champions of Change* while promoting *Remaking American Medicine*. The exhibit will travel to health-related conferences throughout the state. Coalition members will develop collateral materials on chronic disease management that will be used in the exhibit and featured on their respective Web sites.

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Denver, Colorado

Rocky Mountain PBS had already created an outreach project called *Healthy Impact!* to address the state's health care needs. Building on this base, the RAM coalition decided to focus on the issue of health disparities for the underserved and to encourage patients and families to become stronger advocates for their own health care. Coalition partners include the Anti-Defamation League; the Colorado Foundation for Medical Care (CFMC), the state QIO; Littleton Adventist Hospital; the Colorado Foundation for Medical Care; Colorado Medical Society; Regis University; Anthem BlueCross BlueShield; the Asian Pacific Development Center; and the Colorado Hospital Association.

Coalition members will assist in a fall teleconference that will address issues of cultural competencies, recruitment of health professionals from minority communities, improving data collections regarding health disparities and providing language interpretation services for patients with limited English proficiency. They will also help in the promotion of this event.

Rocky Mountain PBS is producing two specials that will air in conjunction with *Remaking American Medicine*. One, entitled *LifeWise*, will address issues affecting seniors and the other, entitled *Hold Your Breath*, will feature local *Champions of Change* and highlight the issues addressed in the national series.

Other activities include producing two short promotional features profiling *Champions of Change*, developing a project Web site and producing Spanish-language radio spots.

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Birmingham, Alabama

A statewide RAM coalition, led by the Alabama Quality Assurance Foundation (AQAF), is focusing on health disparities among diverse audiences as well as chronic disease maintenance and prevention. RAM coalition members include Alabama Public Television (APT), Alabama Public Radio, Alabama Hospital

Association, Alabama Medical Association, the School of Medicine at the University of Alabama and the Community Care Network, among others.

The coalition has begun to hold a series of statewide health care summits to discuss these issues. A recent meeting in Montgomery included a presentation by U.S. Surgeon General Richard Carmona. The Surgeon General and several other local *Champions of Change* will appear in a local program, *Remaking Alabama Medicine*, which will air in conjunction with *Remaking American Medicine*.

Coalition members will conduct screenings and discussion events around the series and will promote both programs in their respective hometown newspapers, on their Web sites and through their internal publications. AQAF is taking the lead in the statewide publicity efforts.

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Research Triangle Park, North Carolina

The RAM coalition is being led by the University of North Carolina Public Television (UNC-TV), which is building on a three-year health initiative entitled *HealthWise* that addresses health literacy and chronic care. Coalition members include the Carolinas Center for Medical Excellence, the statewide Quality Improvement Organization; the Governor's Emerging Issues Task Force, a University of North Carolina health initiative that combines the resources of the sixteen constituent campuses of the University of North Carolina; the North Carolina Health and Wellness Trust Fund Commission; and the North Carolina Cooperative Extension Services.

The coalition has selected eleven statewide *Emerging Champions of Change in North Carolina Medicine*. Four are providers and seven represent quality care initiatives within institutions. UNC-TV has created a special health area on its Web site that will feature the *Champions* and the series.

UNC and coalition partners will conduct a fall health summit/training workshop focusing on chronic disease management. In conjunction with *Remaking American Medicine*, UNC will also produce a story on this subject that will appear in its local health care series, *Focus on Health*.

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Trenton, New Jersey

Based on research from the New Jersey Collaborative Center for Nursing of Rutgers University, New Jersey is currently experiencing a serious nursing shortage with a projected 43 percent reduction in the workforce by 2020. New Jersey Public Network (NJN) and New Jersey Public Radio, along with other members of the RAM Community Partners Coalition, are mounting a statewide campaign about this important issue as well as the anticipated shortages by other health care providers.

The RAM Community Partners Coalition includes AARP, American Cancer Society, American Heart Association, New Jersey Hospital Association, Rutgers University School of Nursing, Hackensack University Medical Center and the Robert Wood Johnson University Hospital, among others.

In conjunction with the premiere of *Remaking American Medicine*, NJN will broadcast a statewide panel discussion focusing on these issues. It will feature medical professionals, state agency officials, nursing education leaders and other policy makers. Coalition members will help select panelists and local *Champions of Change*, who will be featured throughout the campaign.

NJN will also produce segments for its nightly news program, *Healthwatch*, and for *New Jersey News* that also airs on WNET/New York. Nine New Jersey hospitals have offered to host RAM screenings and focus on the selected issue. The New Jersey State League of Municipalities will also host a press conference to highlight both the series and the Mayors' Wellness Campaign.

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Albuquerque, New Mexico

The New Mexico coalition has developed an initiative entitled *New Mexico Health Care Takes On Diabetes* in conjunction with *Remaking American Medicine*. The goal is to address issues of diabetes prevention and management in the Hispanic community.

The coalition is being led by the New Mexico Medical Review Association (NMMRA). Members include AARP, American Heart Association, New Mexico Hospital Association, Congressman Tom Udall's office, Eastern New Mexico Medical Center, New Mexico Aging & Long Term Services Department, New Mexico Department of Health and the New Mexico Association for Home and Hospice Care among others. They will assist in selecting statewide *Champions of Change* and will participate in the overall promotional campaign.

NMMRA is working with all three PBS stations, Albuquerque, Las Cruces and Portales to produce RAM-related programming. In addition to diabetes management and prevention, the programs will also deal with telemedicine and improving communication between patients and physicians.

NMMRA is also working with KNME (Albuquerque) to produce a series of six spots on diabetes management and will host a town hall meeting close to the series premiere. NMMRA has also produced a health resource guide that includes pioneering health care programs and is featuring RAM on their Web to promote the series.

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Reno, Nevada

HealthInsight, the Nevada QIO, and KNPB, the local PBS station, have just begun to develop a RAM coalition. They recently held a session with potential partners to identify which health care issues should serve as the focus of their campaign. They may include: access to health care for the underserved and uninsured; chronic disease management; patient safety; or encouraging consumers to play a larger role in their own health care.

KNPB is building on its current health care initiative for Northern Nevada called *In Pursuit of Health*, which addressed diabetes prevention and management. That project targeted the Hispanic/Latino community, which makes up approximately 20 percent of Reno's population.

Once the specific quality issue(s) are selected, the RAM coalition plans to undertake a series of community screenings, local discussion groups and other promotional activities. If funding becomes available, KNPB will also produce a local call-in program that would air in connection with *Remaking American Medicine*.

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Des Moines, Iowa

Iowa Public Television (IPTV) and the Iowa Foundation for Medical Care (IFMC), the state Quality Improvement Organization, have developed a statewide Iowa RAM coalition that will focus on how to increase access to health care for seniors. Other coalition members include AARP, the Iowa Department of Elder Affairs, the Council on Aging, the Visiting Nurses Association, and the Parish Nurses Association.

A recent statewide assessment of seniors' health care needs demonstrated that those who are more active in their own care most often receive the best treatment. Participants were asked about their attitudes toward doctor-patient relationships, where they obtained information about health care and how responsible they are in attaining proper care. The results will form the basis for the statewide campaign.

IPTV will produce four segments for its weekly statewide public affairs program, *Living in Iowa*, which will target these issues. The coalition will produce a "Health Care Consumer Tool Kit" that will be distributed to nursing homes, home health care agencies, hospitals and other providers. The coalition will also identify local *Champions of Change* - physicians and nurses in home health settings and in nursing homes who will be featured in the campaign.

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Phoenix, Arizona

The Health Services Advisory Group (HSAG), the state Quality Improvement Organization, is developing a statewide coalition that includes the Arizona Medical Association, the Arizona Hospital Association, Arizona Rural Health, Arizona Osteopathic Association, and KAET, the PBS station in Tempe. The goal is to help improve quality health care for the Hispanic community.

Once selected, bilingual *Champions of Change* will be featured throughout the campaign. They will appear in a local health care series entitled *Doctor's Day*, produced by KAET, and promoted in coalition partner newsletters, magazines and Web sites. They will also be featured on Hispanic radio stations and in local newspapers leading up to the premiere of *Remaking American Medicine*. HSAG and KAET also hope to host a screening event around the series.

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The D.C.-area RAM coalition and WHUT, Washington's public television station, are initiating a major outreach campaign for *Remaking American Medicine* that underscores two issues: "Caring for Your Health" and "Quality Care for All." The coalition includes the Delmarva Foundation, the local Quality Improvement Organization; Howard University Hospital; the D.C. Department of Health; the American Hospital Association; the D.C. League for Nursing; the National Medical Association; and NBC 4.

Under the umbrella "Caring for Your Health", WHUT will explore chronic disease management emphasizing the role individuals can play in managing their own health care. The focus will be on strokes, cancer, diabetes, and high blood pressure -- all chronic issues that disproportionately affect WHUT's diverse viewing community.

"Caring for Your Health" will include a local television program, a public service campaign, a community forum, Web site materials and consumer handouts. Topics of discussion will include patient-doctor and patient-pharmacist communications, and how patients can better understand and manage their diseases. Providers and patient advocates will show how to manage medical records and make the best use of local acute and preventive care facilities and resources.

"Quality Care for All" will look at regional disparities in health care and illustrate ways in which individuals and organizations are effecting positive change in acute and long-term care facilities. It will focus on the ways in which nursing homes and other long-term care facilities are creating a more patient-centered environment.

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Spokane, Washington

Quality health care in rural Washington State is declining since many individuals in remote areas do not have easy access to health care. To address this issue, KSPS-TV chose to partner with the Inland Northwest Health Services Coalition whose members include Qualis Health, the state Quality Improvement Organization; AARP; the Washington State Hospital Association; and Group Health Northwest, among others.

The coalition created the Community Health Education Resources (CHER) whose goal is to facilitate access to health care resources and medical options for patients and families in rural areas. Partners have selected six statewide *Champions of Change* who are making a difference in rural health care. They will be the focus of a series of short video spots and will participate in two live call-in programs.

The first program will air in May followed by a second one in the fall. Both will address telemedicine and rural health, telehealth medical education training, migrant worker access to health care and volunteers in rural health care. PBS stations across the state will be encouraged to broadcast these programs.

The coalition will host six community discussions across the state that will include panel discussions with the local *Champions*. They will also be featured in radio programs produced by KSPS and made available for public radio stations throughout the state. Coalition members are also producing a tri-lingual health resource guide (English, Spanish and Russian) and KSPS' Web site will feature a "Webquiz" on rural health.

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Owings Mills, Maryland

The Maryland RAM coalition, led by Maryland Public Television (MPT) is focusing on the issue of cardiovascular care for seniors. Members include the Delmarva Foundation, the American Heart Association, AARP, Hospice Network of Maryland and the Maryland Department of Aging.

MPT recently hosted a Health Leadership Summit on senior wellness to help determine senior health care needs. MPT is also partnering with Johns Hopkins Bayview Medical Center on a Community Health Assessment Project to develop a consumer survey that will be conducted in over 1,000 homes in Southeast Baltimore. The goal is to identify specific areas of unmet health needs and risk factors for seniors. Outcomes will assist in the development of content for local programming, community discussions and the creation of consumer materials.

The coalition will select *Champions of Change*, individuals who are experts in providing care to seniors. They will be featured on in the campaign, on the station Web site and in partner Web sites. Leading up to the series premiere, MPT will host screenings and discussion events at nursing homes and hospitals throughout the Baltimore area. The coalition is developing consumer materials including a “healthy heart checklist” for distribution at these events. It will also be featured on the station’s Web site.

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Quality Improvement Organization’s (QIOs)

A number of QIOs have played a critical role in the creation of RAM Coalitions. They helped define quality issues in their respective communities, created consumer tools and resources, provided financial support and produced television programming. In fact, several QIOs, such as New Mexico and Alabama, are serving as coalition leaders. To learn more about their involvement, please log on to RAMcampaign.org and go to the “Connect with Others” section. Select a state from the drop down menu and type **Quality Initiative** in the keyword box.