



## **PBS Station Incentive Grants**

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

AETN is partnering with the Arkansas Foundation for Medical Care, the Quality Improvement Organization, to select models of individual and institutional quality improvement efforts and local *Champions of Change*.

Targeting issues of chronic disease and access to health care, AETN will produce a viewer call-in television program and develop a collection of publications that will include statewide health care resources. It will also host 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*.

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

Detroit Public Television (DPTV) 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.

Outreach activities will include a training conference for physicians that will focus on ways to improve 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*.

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

Iowa Public Television is working with the Iowa Foundation for Medical Care (IFMC), the state Quality Improvement Organization, and a broad network of partners to produce four segments for *Living in Iowa*, a weekly statewide public affairs program. These segments will encourage patients to become 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 coalition will conduct an extensive statewide assessment of consumer health care needs to guide them in the development of programming content and collateral materials. The outreach will target nursing homes, home health agencies and hospital groups. The station will produce an Iowa health care consumer toolkit.

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**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. The 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 focusing on health care issues raised in *Remaking American Medicine* as well as four interstitials that will encourage Missouri residents to become advocates of their own health care. KETC will also create a DVD kit that will include programming, materials and resources on the quality health care movement in Missouri.

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**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 will produce two live call-in programs and bilingual promotional materials.

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**KSPS**

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

KSPS is creating a statewide campaign that will involve 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 as well as address issues of access.

KSPS's 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.

The station will produce a live call-in program that will address rural medical issues and feature 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.

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**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 increase citizens' understanding of health care delivery and how quality health care data can help patients become better 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 will include a series of statewide Patient Education Seminars that will underscore the importance of quality health care. Speakers will include physicians, a representative from the Governor's office, a representative from the Senior Health Insurance Information Program and a Medicare provider.

The station will work with the LSU Public Policy Research Lab to evaluate its outreach activities. Its goal will be to measure the shifts in attitudes by key stakeholders and consumers about health care delivery.

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**Maryland Public Television (MPT)**

**Faith Michel, Director of Outreach  
Owings Mills, MD**

MPT will utilize *Remaking American Medicine* and its resources to focus on the issue of cardiac care for senior women. Coalition partners currently include the Delmarva Foundation, the American Heart Association and the Maryland Department of Aging.

MPT is hosting a Leadership Summit on senior wellness and will use this feedback to assess needs for the target audience. The station will host screening and discussion events within senior communities, at regional health events and at public libraries. With its coalition partners, MPT will develop healthy heart checklists to be distributed at community events and screenings. It will be featured on its Web site and distributed to consumers via mailings.

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**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 Quality Improvement Organization, 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*, and hold community screenings to engage key stakeholders throughout the state.

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**New Jersey Network (NJN)**  
**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 major nursing shortage by 2020. New Jersey Public Television & Radio, and its coalition, wants to stimulate a statewide dialogue on this issue.

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. NJN will also address this issue in its nightly news program, *Healthwatch*, and produce segments for *NJN News* that also airs on WNET/New York.

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**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, its statewide Quality Improvement Organization, on an outreach project called *Healthy Impact!* The goal will be 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. The 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 for its 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*. The station also plans to host a community Teleconference Summit.

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

South Carolina's rural community is nearly leading the nation in the percentage of the population with chronic diseases. The primary goal of the SCETV campaign will be to educate the public, and senior citizens in particular, about 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 will conduct a town hall meeting featuring *Champions of Change*. Health care features will also be broadcast on Clemson University's daily program entitled *At Home, Southern Style*.

Community 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.

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**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 minorities, rural residents, the underserved and others 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 that will be raised in *Remaking American Medicine*. One screening will be held on a Reservation community that will target Native Americans. Special collateral materials will target youth and families.

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**Twin Cities Public Television (TPT)**  
**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). The campaign will address issues of chronic health care for aging and immigrant

populations. The goal 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 *Remaking American Medicine*. 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 these issues in Minnesota. It will focus on statewide best practices and feature *Champions of Change*.

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**The University of North Carolina TV (UNC-TV)**  
**Mary Cay Corr, Diversity Coordinator**  
**Research Triangle Park, NC**

UNC-TV will build on its successful three-year health initiative entitled *HealthWise* that addresses 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 a health summit/training workshop with health experts addressing the issue of health literacy for seniors. Its Web site will contain a special health section including materials written by these experts. In addition, UNC-TV will produce a monthly segment on health care quality that will appear in its local series, *Focus on Health*.

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**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 health care access. The station will produce a local public affairs program to air in conjunction with *Remaking American Medicine*. It 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 will develop a companion health area on its Web site and develop materials for the City of Richmond's online community guide.

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**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. Their 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 and consumers. Outreach will include a

local call-in program with a panel discussion and a viewer help line with calls answered by volunteers from the American Diabetes Association. Callers will receive a bilingual booklet answering questions about prevention and treatment of diabetes.

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#### **WETA**

**Ferne Barrow, Senior Director, Outreach and Education  
Arlington, VA**

WETA will focus its campaign on a patient-centered approach that will address the risk of heart disease among African-American women.

WETA's coalition includes the Delmarva Foundation of the District of Columbia and the local D.C. office of the American Heart Association and several local African-American churches. WETA and the coalition will 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 that will feature local health care ministries and other *Champions of Change*. It will conduct outreach efforts through libraries, hospitals, community-based clinics and other African-American special interest groups.

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#### **WFYI**

**Gail Thomas Strong, Outreach Director  
Indianapolis, IN**

WFYI is working with Health Care Excel, the state Quality Improvement Organization, and other community partners. A three-pronged outreach campaign is aimed 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 its partners, WFYI will convene a statewide health care conference entitled *Sparking Transformational Change* that will focus on improving the delivery of health care. More than 1,000 health care providers are expected to attend. The outreach campaign will involve a variety of activities including local productions, radio spots, conference presentations, Web-based discussion forums and community screenings.

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#### **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 underscoring two themes: "Caring for Your Health" and "Quality Care for All." The first will explore the role of the individual in preventative care. It will emphasize 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, the local Quality Improvement Organization, Howard University Hospital, the D.C. Department of Health, the American Hospital Association, the National Medical Association and NBC 4.

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## **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. WHYY will expand its commitment to education about health care issues through its Caring Community Coalition.

The station has identified other health care and medical education organizations including the Quality Improvement Organizations in Pennsylvania, New Jersey and Delaware and National Partners. They will be invited to participate in community dialogues and outreach efforts including a town hall meeting in its station's studio. WHYY will also produce a special radio program on these issues on its NPR series, *Voices in the Family*.

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## **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 the geographical areas most in need of diabetes information. The results will be used to develop a grassroots campaign that will include useful information about the disease and the importance of diabetes screenings.

WTTW will produce a local program that will feature a roundtable discussion as well as produce diabetes 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. It is working with WTTW, WILL/Urbana and WSIU/Carbondale to broadcast the special throughout the state.