

Each Day, Healthier Together | 2010 Report to Community

Reaching Out

Hudson Hospital & Clinics is so much more than simply a campus of buildings. It is an energetic member of our local, state and regional communities. As we support individuals, organizations, events and programs, we live out our commitment to improve the health of the community.

Spirit of the St. Croix Arts Festival

In support of our key community partner, The Phipps Center for the Arts, and community commerce, Hudson Hospital & Clinics and our Healing Arts Program sponsored the 2010 *Spirit of the St. Croix Arts Festival*. As a Platinum sponsor, it was important to our organization that event goers experienced something meaningful, and of course health-related, while visiting our booth.

Our Healing Arts program offered young and old an opportunity to draw “What’s your picture of health?” All 236 entries were displayed in the booth for review and interpretation by a small panel of judges and prizes awarded.

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Reaching Out Partnerships and Coalitions

Knowing that we can accomplish much more when we work together, the Community Benefit program at Hudson Hospital & Clinics builds valuable connections with individuals and organizations from public, private and nonprofit sectors to share skills and assets.

Table-top Drills

Hudson Hospital & Clinics, along with other emergency response teams from Hudson, participated in *Operation Vigilant Guard 2011*, an emergency preparedness exercise conducted by the National Guard every year. This multi-state disaster exercise was linked to the National Level Exercise, meaning that the President and/or members of his cabinet participated. The focus of the exercise was to learn how to support affected states outside of Wisconsin in the event of a disaster and test emergency response systems and inter-hospital communications.

Hospital and community drills, such as this, provide ongoing learning opportunities for hospital staff and community partners.

Domestic Violence Seminars and Event

Domestic violence touches every one of us. It fills emergency rooms and morgues. It keeps employees from being able to work. It destroys homes and families. In order to increase domestic violence awareness, Hudson Hospital & Clinics in partnership with Turningpoint, Inc., local shelter and resource center, held health professional lunch-n-learn seminars and a community event.

Through video, lecture and small group discussion, these seminars and event raised awareness about domestic violence, the prevalence of, how it impacts victims and their families, and conveyed steps concerned citizens could take to help end abuse in their circle of friends and neighbors.

Hospital staff learned effective screening techniques and learned how to be more present to the victim's condition and needs.

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Reaching Out Youth

As participants in many innovative community programs, the health care professionals at Hudson Hospital & Clinics put their training, education and experience to work to inspire the region's young people to live safe and healthy lives. Why do they love it so much? It is often as fun as it is rewarding.

Bike Safety Clinic

Fifty percent of children's bike accidents result from riding into the road from a driveway or sidewalk without looking. To educate parents and children about bike safety, Hudson Hospital & Clinics along with other community event sponsors, offered a Bike Safety Clinic complete with bike safety course and bike and helmet safety and performance checks. The hospital's trauma outreach program received a \$500 grant from Hudson Rotary which was used to purchase bike helmets and supplies for the day's event. Over 50 kids attended and 18 helmets were given to those who did not have the proper gear.

Babysitting 101

Building connections with area youth through education and skill development is an important part of Hudson Hospital & Clinics outreach program goals. One very popular class is the *American Red Cross Babysitter's Training Course*. It's a fun, fast-paced class designed with lots of activities, exciting video, role-plays and lively discussions. Youth ages 11-15 learn child care, first aid, and leadership and communication skills. 150 children from all over western Wisconsin and eastern Minnesota participated in 2010 and nearly \$6,000 in community benefit contribution was reported last year.

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Reaching Out Community

A trusted resource for countless area families, Hudson Hospital & Clinics supports health and wellness through a variety of programs, classes and services, including:

Simple Substitutions Measure Up

Taste of Home Cooking School event participants learned from our medical staff how simple ingredient substitutions in recipes can have long-term health benefits. The event was filled with cooking instruction, demonstrations and exhibits – including ours as event sponsor. Rynn Burke, RN, MD, Internal Medicine and trained professional chef and Colleen Sexton, RD from Nutrition Care teamed up to teach attendees how to make meals healthier without sacrificing flavor.

The sold-out event was attended by more than 700 community members, mostly women who are typically key health care decision makers.

Hand Hygiene Campaign

When Hudson Hospital & Clinics staff took to the streets and marched in various community parades, or presented at area grade school health fairs, the message was simple – *Wash your hands!* Knowing the importance of hand hygiene in the fight against disease and infection, the hospital needed to *spread* this message!

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Reaching Out Education and Support

Knowledge is power, and sometimes the best prevention or treatment begins with awareness and understanding. Hudson Hospital & Clinics' Health Resource Center, staffed by a registered nurse, provides ongoing education and support opportunities to help build and reinforce a healthy lifestyle for you and your family. You don't need to be a hospital or clinic patient to benefit from the many seminars and events, classes, media resources and connections to health professionals.

Our education and support programs value bringing people together who share common health experiences and concerns. We educate community members on specific health issues and teach and support the practice of holistic approaches to health and healing. And, we understand the importance of 1:1 education to address specific patient needs. Our *Total Joint Program* 1:1 for our orthopaedic patients is just one example.

Cancer Education & Support Group

Hospital social workers Teresa Jeszewski, Ann Jameson and Erika Schendel provide a wide range of services including health education, crisis intervention, counseling, chemical dependency assessments and interventions, mental health assessments, and case management.

The team knows the importance of education and support for cancer patients. Hudson Hospital & Clinics offers the only Cancer Education & Support Group in the St. Croix Valley. Ann Jameson is the group facilitator who meets monthly with 20-25 participants, including care givers, who come together to share their story, ask questions, offer advice, learn from guest presenters and lend compassion to others battling cancer. The program is customized to the needs of its members. Participants are welcome from every age, diagnosis and background. Drop-ins are always welcome.