



Schoolcraft Memorial Hospital

A commitment to excellence by people who care.



THE HEALTH & WELLNESS NEWSLETTER

500 Main Street • Manistique, MI 49854 • 906-341-3200 • www.scmh.org

SPRING 2013

MANISTIQUE RECEIVES ROADMAPS TO HEALTH PRIZE FROM THE ROBERT WOOD JOHNSON FOUNDATION IN CELEBRATION OF THEIR EFFORTS TO IMPROVE HEALTH

Manistique is one of six inaugural winners of the Robert Wood Johnson Foundation (RWJF) Roadmaps to Health Prize. The prize honors outstanding community partnerships across the United States which are helping residents live healthier lives. Manistique has received a cash prize of \$25,000 in recognition of its efforts and was honored on February 20th at an event held at the Robert Wood Johnson Foundation in Princeton, New Jersey. A local community celebration is being planned for May 15, 2013 in conjunction with opening day of the Manistique Farmers' Market.

The City of Manistique is being recognized for its innovative strategies to improve health, including: partnering with the Sault Tribe Strategic Alliance for Health (SAH) Project, developing the Manistique Farmers' Market, working to create easier access for non-motorized modes of transportation, and partnering with Manistique Area Schools to create access to healthy choices throughout the school day.



Risa Lavizzo-Mourey, President and CEO of the RWJF; Sheila Aldrich, Manistique City Manager; Connie Diller, Director of the Schoolcraft County Chamber of Commerce; Judie Zerilli, Community Champion and Manistique Farmers' Market Volunteer; Susan Phillips, Medical Social Worker, Schoolcraft Memorial Hospital; Lisa Myers, SAH Project Coordinator with the Sault Tribe; and Erik Mason, Principal of Emerald Elementary School in Manistique

The City of Manistique is extremely appreciative to the SAH Coalition headed up by Kerry Ott along with the Robert Wood Johnson Foundation for their combined efforts and support in making Manistique a destination and a better place to live for our residents.

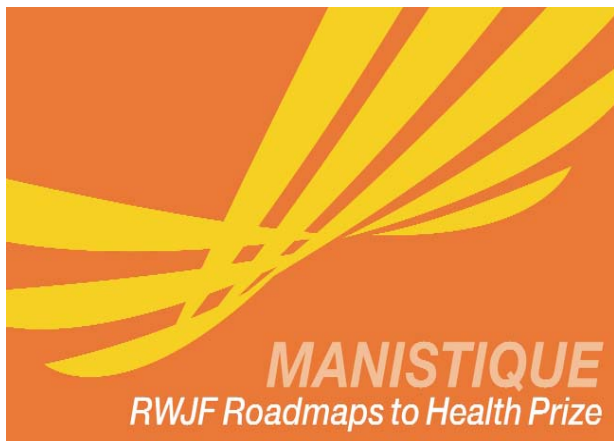
The projects such as the Farmer's Market, the Safe Routes to School Sidewalk Program, along with the proposed Non-motorized Pathway Project have and will put Manistique on the map. These projects place Manistique in the forefront of promoting physical activity and let our citizens and residents know how important they are to us.

We so appreciate that the Robert Wood Johnson Foundation recognizes the importance of what we are accomplishing, and that they are honoring us with this award. We especially appreciate the support shown by our residents and invite tourists and retirees to visit us and become a part of Manistique's progressive future. - Sheila Aldrich, Manistique City Manager

"These prize winners represent leadership at its finest—trailblazers creating a culture of health," said Dr. Risa Lavizzo-Mourey, RWJF president and CEO. "Today we honor leaders from government, business, public health, health care, and education who stand shoulder-to-shoulder working toward better health. The RWJF Roadmaps to Health Prize shines a light on their accomplishments; we hope it will inspire others to take bold steps to improve health in their communities."

Manistique was one of six communities selected for the award from more than 160 applications. The other winning communities are Santa Cruz County, California; New Orleans, Louisiana; Cambridge, Massachusetts; Fall River, Massachusetts; and Minneapolis, Minnesota. Learn more about the RWJF Roadmaps to Health Prize and watch a video profile of Manistique and the other prize winners at www.rwjf.org. The Manistique video may also be viewed at

CityofManistique.org, ManistiqueFarmersMarket.com, and SchoolcraftCountyChamber.org



~ continued from front page...

"The City of Manistique has many assets, but our greatest asset of all is the people," commented Kerry Ott, Manistique Coordinator for the SAH Project, "What has brought us to this recognition is the desire of individuals and agencies and businesses in our community to not settle for what we have, but to work together toward a healthier community and a strong, vibrant economy. We have more work to do, and the Roadmaps to Health Prize will help us build upon the successes we have already had."

The RWJF Roadmaps to Health Prize is part of the County Health Rankings & Roadmaps program. In 2009, RWJF partnered with the University of Wisconsin Population Health Institute to create the County Health Rankings. The Rankings serve as an easy-to-use health snapshot of the many factors that influence health, and help community leaders identify areas where improvement is needed. The County Health Roadmaps project supports communities working together to make progress on those factors. Find out more at CountyHealthRankings.org.

About the University of Wisconsin Population Health Institute...

The University of Wisconsin Population Health Institute is the focal point within the University of Wisconsin School of Medicine and Public Health for translating public health and health policy research into practice. The Institute strives to:

- Address a broad range of real-world problems of topical importance to government, business, providers and the public;
- Promote partnerships of inquiry between researchers and users of research, breaking down barriers between the academic community and public and private sector policy makers; and
- Make useful contributions to public health and health policy decisions that improve the health of the public.

For more information, visit UWPHI.PopHealth.WISC.edu



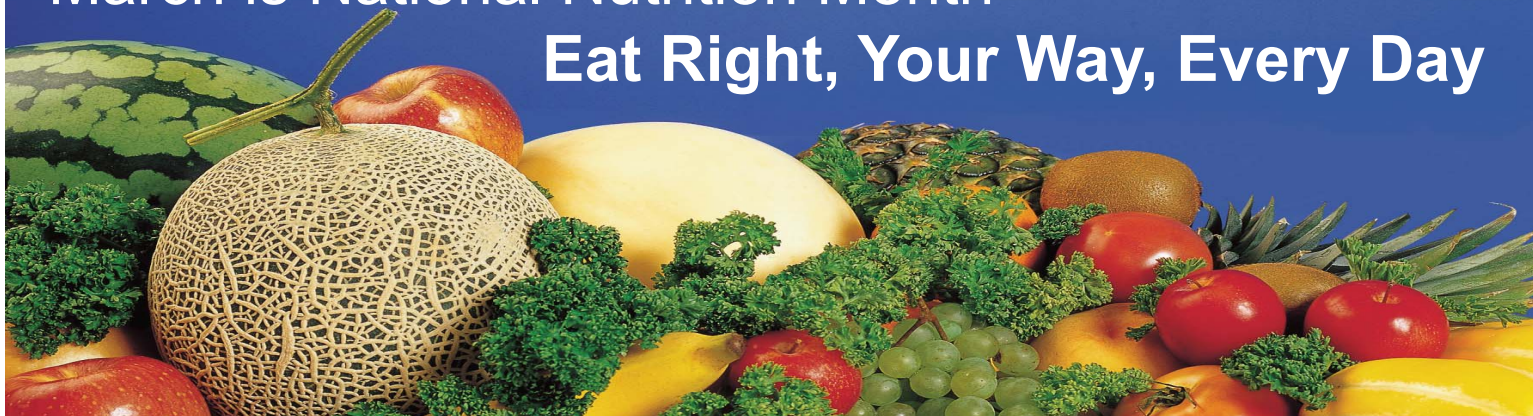
About The City of Manistique...

With a population of 3,097, Manistique is located in the Upper Peninsula of Michigan on Lake Michigan and is the county seat for Schoolcraft County. In 2012, Manistique became the first community in the UP designated as a Community for a Lifetime by the Michigan Office of Services to the Aging. The City is dedicated to creating a community that gives residents easy access to healthy lifestyles while also building a healthy economy. Learn more about the City of Manistique at CityofManistique.org or ManistiqueFarmersMarket.com.

About the Robert Wood Johnson Foundation...

The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation's largest philanthropy devoted exclusively to health and health care, the Foundation works with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, measurable, and timely change. For 40 years the Foundation has brought experience, commitment, and a rigorous, balanced approach to the problems that affect the health and health care of those it serves. When it comes to helping Americans lead healthier lives and get the care they need, the Foundation expects to make a difference in your lifetime. For more information, visit www.rwjf.org. Follow the Foundation on [Twitter](https://twitter.com/RWJF) (@RWJF) and [Facebook](https://facebook.com/RobertWoodJohnson-Foundation) (facebook.com/RobertWoodJohnson-Foundation).

March is National Nutrition Month – Eat Right, Your Way, Every Day



Food, Nutrition and Health Tips from the Academy of Nutrition and Dietetics 13 Health Tips for 2013

Dedicate yourself to a healthy lifestyle in 2013 with these food, nutrition and exercise tips.

1. **Eat Breakfast:** There's no better way to start your morning than with a healthy breakfast. Include lean protein, whole grains, fruits and vegetables. Try oatmeal cooked with low-fat milk, sliced almonds and berries, or top a toaster waffle with low-fat yogurt and fruit. Find more quick breakfast ideas at www.eatright.org/nutritiontipsheets.
2. **Make Half Your Plate Fruits and Vegetables:** Fruits and veggies add color, flavor and texture plus vitamins, minerals and fiber to your plate. Make 2 cups of fruit and 2 ½ cups of vegetables your daily goal. Don't let winter stop you from enjoying produce. It may be harder to find fresh options, but frozen and canned are great alternatives. See "20 Ways to Enjoy More Fruits and Vegetables" at www.eatright.org/nutritiontipsheets.
3. **Watch Portion Sizes:** Do you know if you're eating the proper portion size? Get out the measuring cups and see how close your portions are to the recommended serving size. Using smaller plates, bowls and glasses can help you keep portions under control. Use half your plate for fruits and vegetables and the other half for grains and lean meat, poultry, seafood or beans. To complete the meal, add a glass of fat-free or low-fat milk or a serving of fat-free yogurt for dessert. Visit www.choosemyplate.gov.
4. **Be Active:** Regular physical activity lowers blood pressure and helps your body control stress and weight. Start by doing what exercise you can for at least 10 minutes at a time. Children and teens should get 60 or more minutes of physical activity per day, and adults should get two hours and 30 minutes per week. You don't have to hit the gym—take a walk after dinner or play a game of catch or basketball.
5. **Fix Healthy Snacks:** Healthy snacks can sustain your energy levels between meals. Whenever possible, make your snacks combination snacks. Choose from the MyPlate food groups: whole grains, fruits, vegetables, low-fat or fat-free dairy, lean protein or nuts. Try low-fat yogurt with fruit, whole-grain crackers with low-fat cheese, or a small portion of nuts with an apple or banana. For more snack ideas, see "25 Healthy Snacks for Kids" and "Smart Snacking for Adults and Teens" at www.eatright.org/nutritiontipsheets.
6. **Get to Know Food Labels:** Ever wonder about what the numbers in the Nutrition Facts panel really mean? Or, the difference between "reduced fat" and "low fat"? The Food and Drug Administration has strict guidelines on how food label terms can be used. To learn more about food labels, see "Shop Smart – Get the Facts on Food Labels" at www.eatright.org/nutritiontipsheets.
7. **Consult an RD:** Whether you want to lose weight, lower your cholesterol or simply eat better, consult the experts! Registered dietitians can help you by providing sound, easy-to-follow personalized nutrition advice and put you on the path to losing weight, eating well and reducing your risk of chronic disease. Learn more about RDs at www.eatright.org/RD.
8. **Follow Food Safety Guidelines:** The Centers for Disease Control and Prevention estimates that roughly one in six Americans gets sick from foodborne disease each year. Reduce your chances of getting sick by practicing proper hand washing. Separate raw meat, poultry and seafood from ready-to-eat foods like bread and vegetables. Use a food thermometer to make sure food is properly cooked. Refrigerate food quickly at a proper temperature to slow bacteria growth. Learn more about home food safety at <http://homefoodsafety.org>.
9. **Get Cooking:** Cooking at home can be healthy, rewarding and cost-effective. Resolve to learn some cooking and kitchen basics, like how to dice an onion or how to store herbs and spices. The collection of How do I... videos at www.eatright.org/howdoi will get you started. *(continued on page 4)*

INTRODUCING...

JESSICA ROCHEFORT, RN...

NEW DIABETIC EDUCATOR AT SMH

Hello, my name is Jessica Rochefort and I recently joined the Education Program at Schoolcraft Memorial Hospital as the new Diabetic Educator. I have worked as a nurse at our hospital since 2007 starting as an LPN. In 2010 I became an RN after graduating from Bay De Noc Community College with my Associate's Degree. My main nursing experiences have come from the Medical/Surgical floor and the Emergency Room.

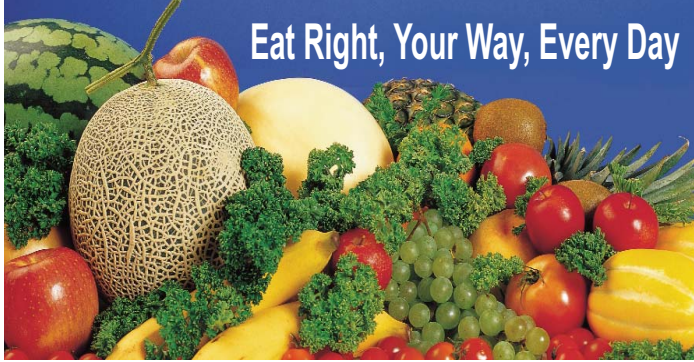
My family moved to the area in 1994. My father Martin (Buddy) Holmberg was a native of Manistique; he and my mother, Dottie Holmberg, chose to move back to raise my sister Tabitha and I. I currently live in Manistique with my husband Don and our 2 children: Joey, 4 years old and Alli, 11 months old. We, just as our own parents, feel this is a perfect community to raise a family.

I have always enjoyed educating not only myself but others around me. I am continuing



Jessica Rochefort, RN
SMH Diabetic Program

March is National Nutrition Month – Eat Right, Your Way, Every Day



Continued from page 3...

my own education through Ferris State University and will graduate with my Bachelors Degree in Nursing in the Spring of 2014. Besides teaching diabetic education I am also an instructor of Pediatric Advanced Life Support (PALS), Basic Life Support (BLS), and Safe Sitter.

I look forward to providing the community with education through the Diabetic Education Program and to also support those affected by diabetes.

To learn more about the SMH Diabetic Education program please contact Jessica at (906) 341-3210 or 1-888-460-8724 ext. 3210.

10. **Dine Out without Ditching Your Goals:** You can dine at a restaurant and stick to your healthy eating plan! The key is to plan ahead, ask questions and choose foods carefully. Think about nutritious items you can add to your plate—fruits, veggies, lean meat, poultry or fish—and look for grilled, baked, broiled or steamed items. See “Healthy Eating on the Run” at www.eatright.org/nutritiontipsheets.
11. **Enact Family Meal Time:** Research shows that family meals promote healthier eating. Plan to eat as a family at least a few times each week in 2013. Set a regular mealtime. Turn off the TV, phones and other electronic devices to encourage mealtime talk. Get kids involved in meal planning and cooking and use this time to teach them about good nutrition. For more family meal time tips, visit www.kidseatright.org.
12. **Banish Brown Bag Boredom:** Whether it's a brown bag lunch for work or school, make it a healthy lunch packed with nutrition. Prevent brown bag boredom with these healthy lunch ideas. They're easy to fix the night before and ready to go in the morning. Try whole-wheat couscous with chick peas or black beans; whole-wheat tortilla filled with chicken, mushrooms, onions and tomatoes; baked potato topped with broccoli, low-fat cheddar cheese and salsa; or spinach salad with sliced pear, red onion and low-fat feta cheese. Keep lunches safe with tips from <http://homefoodsafety.org>.
13. **Drink More Water:** Our bodies depend on water to regulate temperature, transport nutrients and oxygen to cells, carry away waste products and more. For generally healthy people who live in temperate climates, the Dietary Reference Intakes from the Institute of Medicine recommend a total daily beverage intake of 13 cups for men and 9 cups for women.

For a referral to a registered dietitian and for additional food and nutrition information visit www.eatright.org. This tip sheet is provided by:

Adapted from the article “13 Health Tips for 2013” (www.eatright.org/Public/content.aspx?id=6442474069) by Academy of Nutrition and Dietetics staff registered dietitians.

©2013 Academy of Nutrition and Dietetics. Reproduction of this tip sheet is permitted for educational purposes. Reproduction for sales purposes is not authorized.

CDC SAYS "TAKE 3" ACTIONS...

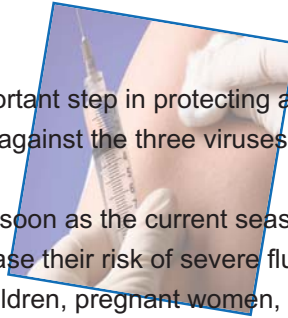
T o F i g h t T h e F l u !

Flu is a serious contagious disease that can lead to hospitalization and even death. CDC urges you to take the following actions to protect yourself and others from influenza (the flu):

1

Take time to get a flu vaccine.

- CDC recommends a yearly flu vaccine as the first and most important step in protecting against flu viruses.
- While there are many different flu viruses, a flu vaccine protects against the three viruses that research suggests will be most common.
- Everyone 6 months of age and older should get a flu vaccine as soon as the current season's vaccines are available.
- Vaccination of high risk persons is especially important to decrease their risk of severe flu illness.
- People at high risk of serious flu complications include young children, pregnant women, people with chronic health conditions like asthma, diabetes, or heart and lung disease, and people 65 years and older.
- Vaccination also is important for health care workers, and other people who live with, or care for, high risk people to keep from spreading flu to high risk people.
- Children younger than 6 months are at high risk of serious flu illness, but are too young to be vaccinated. People who care for them should be vaccinated instead.



2

Take everyday preventive actions to stop the spread of germs.

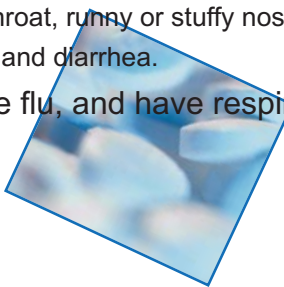
- Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.
- Wash your hands often with soap and water. If soap and water are not available, use hand-sanitizers.
- Avoid touching your eyes, nose and mouth. Germs spread this way.
- Try to avoid close contact with sick people.
- If you are sick with flu-like illness, CDC recommends that you stay home for at least 24 hours after your fever is gone except to get medical care or for other necessities. (Your fever should be gone without the use of a fever-reducing medicine.)
- While sick, limit contact with others as much as possible to keep from infecting them.



3

Take flu antiviral drugs if your doctor prescribes them.

- If you get the flu, antiviral drugs can treat your illness.
- Antiviral drugs are different from antibiotics. They are prescription medicines (pills, liquid or an inhaled powder) and are not available over-the-counter.
- Antiviral drugs can make illness milder and shorten the time you are sick. They may also prevent serious flu complications. For people with high risk factors, treatment with an antiviral drug can mean the difference between having a milder illness versus a very serious illness that could result in a hospital stay.
- Studies show that flu antiviral drugs work best for treatment when they are started within 2 days of getting sick, but starting them later can still be helpful, especially if the sick person has high-risk health or is very sick from the flu. Follow your doctor's instructions for taking this drug.
- Flu-like symptoms include fever, cough, sore throat, runny or stuffy nose, body aches, headache, chills and fatigue.
 - Some people also may have vomiting and diarrhea.
 - People may be infected with the flu, and have respiratory symptoms without a fever.



Community Health Needs Assessment (CHNA)

Schoolcraft Health Improvement Plan (SHIP)

U P D A T E

In 2012 I reported that under the Patient Protection & Affordable Care Act (“Obamacare”), every nonprofit hospital with a 501c3 IRS designation must complete a Community Health Needs Assessment in which community members are asked what they believe to be the health needs of their community. The hospital is responsible for creating a plan that will address those needs.

In May and June of 2012, there were four focus group meetings held in Schoolcraft Memorial Hospital’s primary service area of Manistique (including the Sault Tribal community), Cooks & Garden, and Germfask. In addition, there were two meetings of the Assessment Advisory Committee, a large group of community professionals and health care consumers. Out of these meetings, the issues and concerns raised by local residents revealed a need for the following, which were selected as the top three priority health needs to be addressed between 2013 – 2016:

1. Educating and informing community residents about primary prevention (healthy living that will help you stay well and prevent illness, both physically and mentally);
2. Communication and education of both community professionals and community residents about services that we already have available in our community;
3. Maintaining mental health and treating mental illness.

Clearly, we have many more health needs in our area than are listed here. It would be impossible to address all of them in the first assessment period. We feel that it makes sense to start with getting the word out about the services that we already have in place, and then re-assess further. In addition, there have been suggestions for other immediate needs that have been “tacked on” to the health priorities above. It would be difficult, if not impossible, for the hospital to meet the many health care needs that exist in this highly rural and resource-restricted area. The hospital has been fortunate to be joined in its efforts by a number of community partners, making the Schoolcraft Health Improvement Plan truly community-based. In addition to SMH staff and a hospital board member, some of the community people/organizations that have provided assistance include the following:

Sault Tribe of Chippewa Indians Strategic Alliance for Health	Sault Tribe of Chippewa Indians Community Health Center	SC Board of Commissioners
Manistique VA Outreach Clinic	Several active community representatives/volunteers	SC Economic Development Corporation
Community health professionals in independent practice settings	Early childhood professionals/ parent representatives	Department of Human Services
MAS youth representative	MAS school nurse	Medical Care Access Coalition
LMAS District Health Dept.	Great Lakes Recovery Centers	Great Lakes Center for Youth Development
Goodwill Industries	Manistique Senior Center	SC Medical Care Facility
UPCAP/UP Area Agency on Aging	Hiawatha Behavioral Health	Gulliver Township
City of Manistique	SC Public Transit	Habitat for Humanity Hiawathaland
Good Neighbor Services		<i>Cont’d... / 7</i>

Introducing the new SMH Logo....



SCHOOLCRAFT
MEMORIAL HOSPITAL

A new hospital brings with it many new opportunities and introducing a new logo is one Schoolcraft Memorial Hospital (SMH) is happy to announce.

The new logo comes from our desire to represent our new modern health care building. The new SMH logo represents the hospital's strong commitment to our Lake Michigan community while also reinforcing our healthcare roots with the cross-sign shape it creates. The darker blues of the mark produce an "S" which further strengthens the hospital's support for our county - Schoolcraft and surrounding area.

The new logo mark will also introduce new colors featuring two different shades of blue, and will be utilized in all internal and external signage at the new hospital. In addition, the logo will be featured on all marketing communication pieces.

SMH staff was treated to an advanced unveiling of the logo in December and it has since been on display in the SMH lobby.

Our location and our logo have been modernized; however our *timeless* commitment to excellence by people who care remains the same.

The SMH logo can be displayed in two different orientations, vertical as shown above and horizontal as shown below.



COMMUNITY HEALTH NEEDS ASSESSMENT UPDATE
CONTINUED FROM PAGE 6

At this time, the Schoolcraft Health Improvement Plan is well underway – we are currently working to develop goals and strategies. We are laying out a timeline for what we hope to accomplish during Years 1 – 3. As the SHIP moves into its final stages of completion, it will be widely publicized in order to keep the community informed. If you would like further information on the CHNA or the SHIP, please contact Susan Phillips at SMH at 341.3238.



HIGH SCORES on PATIENT SATISFACTION SURVEY RESULTS

Schoolcraft Memorial HomeCare and Hospice received excellent news from Medicare.gov, a federal government website managed by the Center for Medicare & Medicaid Services announcing their latest Patient Satisfaction Survey Results conducted over a one year period from July 1, 2011 to June 30, 2012 with the data last updated on January 17, 2013. In each and every instance, SMH HomeCare and Hospice scored higher than the Michigan state and national averages.

Surveyed patients scored SMH HomeCare and Hospice especially high in areas of professionalism, communication, and level of overall care. When patients were asked if they would recommend the home health agency to friends and family, overwhelmingly the answer was yes. In fact, they scored 18% higher than the state average and 14% higher than the national average.

"We're thrilled with the results" said Kristin Peterson, Director of SMH HomeCare and Hospice. "It's a testament to our highly skilled, compassionate staff committed to providing the very best care to our patients."

To learn more about our HomeCare and Hospice program visit our website at www.scmh.org or call 906-341-3284.

BE OUR SPECIAL GUEST



RIBBON CUTTING CEREMONY and OPEN HOUSE

FOR THE NEW
SCHOOLCRAFT MEMORIAL HOSPITAL
AND RURAL HEALTH CLINIC

FRIDAY, APRIL 12TH, 2013
— 12PM-6PM —



SCHOOLCRAFT
MEMORIAL HOSPITAL

7870W U.S. Highway 2
Manistique, MI 49854
www.scmh.org

