Dear Friends:

Margaret Mead was right. Looking back on Ravenswood Family Health Center’s nine year history, there are certain people whose avowed commitment to improving access to health care has changed the lives of thousands of underserved and uninsured people in south San Mateo County. Our clinic owes its existence and continuance to these individuals and the organizations they represent.

It was the initiative of Margaret Taylor, the former Director of San Mateo County Health Services, who together with Sherri Sager, Chief Government Relations Officer at Lucile Packard Children’s Hospital, San Mateo County Supervisor, Rose Jacobs Gibson, and Dr. Cecil Reeves along with East Palo Alto community leaders that brought the clinic to life in 2001. In 2004, Dr. David Druker, former CEO and President of the Palo Alto Medical Foundation stepped up to reinforce and strengthen our organization with funding from the Foundation and Medical Group to improve data and quality assurance. It is with sincere regret that we acknowledge Dr. Druker’s passing this Spring after a three-year battle with cancer.

RFHC has steadily grown in volume and financial capacity through our partnerships with key organizations including the Health Plan of San Mateo led by Maya Altman and the Silicon Valley Community Foundation led by Emmett Carson, Ph.D. Most recently, it has been the leadership of Pat Bresee, former Commissioner, SMC Superior Court and now chair of our newly formed Advisory Council that has introduced RFHC to a broad cross section of influential new supporters to help us accomplish our $19 million dollar capital campaign goal.

For the long haul, it’s the steady, consistent day-in-and-day-out commitment that counts. RFHC is fortunate to have on board a committed, talented and capable internal leadership team including our very active and involved Board of Directors. Another one of our invaluable supporters, our founding Board member, Charlesetta Fishman, passed away suddenly this fall. (See a tribute to her on page 2.) We dedicate this publication of our newsletter to these special individuals living and with us still in spirit and to the many of you, unnamed here whose essential contributions year after year insure the continued work of RFHC. In closing, we share with you our hope for peace and blessings of health this coming year.

Sincerely,

Luisa Buada, RN, MPH
Chief Executive Officer
Rising to the Challenge

Of 231 applicant organizations, Ravenswood Family Health Center was one of only 6 community health centers in the nation to be awarded a major 3-year grant by HRSA’s Bureau of Health Professions to expand chronic disease prevention and management through the use of paraprofessional community health navigators. RFHC will receive $1,777,881 over three years to implement this work.

In such a competitive process, several factors were in play in our multi-ethnic services area half of the residents live at or below 200% of the federal poverty level and poverty correlates with higher rates of chronic diseases. Ravenswood Has a Strong Track Record.

Area-wide chronic disease rates (based on San Mateo County-wide averages) for the 11,411 adults below 200% FPL are all higher than comparable county-wide rates for the general population, including rates for diabetes (18.2% versus 8.2%), hypertension (32.3% versus 26.1%), heart disease (6.1% versus 5.2%), and stroke (3.8% versus 2.6%).

We have a solid foundation to build on," says RFHC’s Chronic Disease Manager Wil Cerrato. "RFHC is one of the only community health centers in the country that has a trained Health Navigator team who’s dedicated to providing outreach, prevention and patient-centered chronic disease management services." RFHC offers a full complement of chronic disease support services for patients from one-on-one education and case management to group workshops, cooking demos, Stanford Chronic Disease Self-Management designed training of patients who become peer educators. Convincing patients of the risks is just the start of changing life-long patterns. As Duke University study on changing habits found: “Many of our repeated behaviors are cued by everyday environments, even though people think they’re making choices all the time.” This is where the assiduous skill of a good coach comes in to play. With this grant, RFHC will introduce a health coaching module developed at UCSF into the training of its team of Health Navigators.

FTHC’s CEO commented, “The RFHC’s Chronic Disease Team has been working hard on its Chronic Disease Prevention and Management Program this work. According to RFHC’s Chronic Disease Manager Wil Cerrato, “RFHC is one of the only community health centers in the country that has a trained Health Navigator team who’s dedicated to providing outreach, prevention and patient-centered chronic disease management services.” RFHC offers a full complement of chronic disease support services for patients from one-on-one education and case management to group workshops, cooking demos, Stanford Chronic Disease Self-Management program designed training of patients who become peer educators. Convincing patients of the risks is just the start of changing life-long patterns. As Duke University study on changing habits found: “Many of our repeated behaviors are cued by everyday environments, even though people think they’re making choices all the time.” This is where the assiduous skill of a good coach comes in to play. With this grant, RFHC will introduce a health coaching module developed at UCSF into the training of its team of Health Navigators.

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Thank you for the generosity of all our contributors

Advisory Councilmember

Jane Williams Wins 2010 Schwab IMPACT Leadership Award

At its annual IMPACT 2010 conference on October 28th, Schwab awarded Jane Williams, co-founder, president and CEO of Palo Alto, CA-based Sand Hill Global Advisors its prestigious Leadership Award, recognizing her as a long-time champion for improving financial literacy through the organization’s independent, holistic wealth management services. Today, Sand Hill manages assets for entrepreneurs, individuals and families in transition, as well as foundations and endowments. As part of the IMPACT Awards program, the Leadership Award winner receives a $25,000 donation from Schwab to the charity of her choice. On behalf of Jane Williams and Sand Hill Global Advisors, Schwab made a $25,000 donation to Ravenswood Family Health Center in East Palo Alto.

On behalf of our Board and Staff, we congratulate and thank Ms. Williams for designating her award to Ravenswood Family Health Center and for hosting a community informational event, our “Garden Soiree in September” in the Sand Hill Global Advisors courtyard.

Go Green with us

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To sign up, visit www.ravenswoodfhc.org or call (650) 617-7830 to be added to our database.

Please visit our website at www.ravenswoodfhc.org

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