



San Francisco General Hospital
Foundation

HEROES & HEARTS

Benefiting the San Francisco General Hospital Foundation

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FOR IMMEDIATE RELEASE

San Francisco General Hospital Foundation Announces 2012 Heroes & Hearts Award Recipients

Local Heroes Honored at Seventh-Annual Luncheon on the field of AT&T Park

SAN FRANCISCO (January 11, 2012) - Today San Francisco General Hospital Foundation (SFGHF) Board of Directors President Matt Carbone announced four recipients of the 2012 Heroes & Hearts Award - an award which recognizes exceptional community service. The heroes include Richard Coughlin, MD, Harlan L. Kelly, Jr., Martha Ryan and Marlene Tran. They will be honored at the seventh-annual Heroes & Hearts Luncheon on Thursday, February 9, 2012 at AT&T Park. Tickets for the luncheon are available now by calling 415-206-4478 or visiting www.sfghf.net/hh.

"Each of this year's heroes is a community leader," says Carbone. "Honoring our local heroes for their compassion and dedication is one way San Francisco General Hospital Foundation aims to motivate others to create positive change in their own community."

THE HEROES

photos & detailed bios below

Richard Coughlin, MD - Co-founder of the Institute for Global Orthopaedics and Traumatology at San Francisco General Hospital and Trauma Center (SFGH). He was nominated for the award by a U.S. Army Iraq War veteran who survived a suicide bomber attack in July 2011 when his vehicle was hit while serving as a private security contractor. After being stabilized in Iraq and Germany, he was evacuated to SFGH and was treated by Dr. Coughlin as his surgeon.

Harlan L. Kelly, Jr. - Co-founder of Project Pull, a paid summer internship program that provides professional mentorship to highly motivated, promising high school students from the diverse communities within San Francisco.

Martha Ryan - Founder of the Homeless Prenatal Program, a nonprofit dedicated to expanding free prenatal care to the entire at-risk community of pregnant women in San Francisco.



Marlene Tran - Founder of the Visitacion Valley Asian Alliance and advocate for educational programs, MUNI services, youth programs, job training, public parks and increased language access for residents in the Southeast neighborhoods of San Francisco.

The Heroes & Hearts Luncheon is an outgrowth of 2004's *Hearts in San Francisco* series - a city-wide art installation and fundraiser project. In addition to spotlighting exceptional community heroes at the February 9 luncheon, [14 new heart artworks](#) will be displayed including six "table top" hearts that will be auctioned with proceeds benefiting SFGHF and its efforts to fund projects that enhance patient care and comfort at SFGH. *Hearts in San Francisco* artworks, combined with proceeds from Heroes & Hearts and the evening party Hearts After Dark (2006 - 2011), have raised nearly \$7 million for SFGHF.

The Heroes & Hearts Luncheon takes place on Thursday, February 9, 2012 at AT&T Park. Tickets for the luncheon are available now by calling 415-206-4478 or visiting www.sfghf.net/hh.

Event sponsors as of January 11, 2012 include Intel, Visa, Wells Fargo, Cummins West, Inc., Chevron Energy Solutions, McKesson Foundation, Kalmanovitz Charitable Foundation, Stanley S. Langendorf Foundation, UnitedHealth Group, San Francisco Giants, Macy's and PG&E. Media sponsors include KCBS All News 740 AM and 106.9 FM, NBC Bay Area, San Francisco Business Times, San Francisco magazine and Where magazine.



ABOUT THE HEROES

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Richard Coughlin, MD, MScPH

Born in Ellwood City, Pennsylvania, R. Richard Coughlin attended the United States Air Force Academy before graduating with honors with a B.S. in Psychology at the University of Maryland in 1974. He attended graduate school in Clinical Psychology at Loyola College in Baltimore, Maryland. He completed his medical school graduating Magna Cum Laude at the Universidad Centrale De Caribe in Bayamon, Puerto Rico in 1981. After completing his orthopaedic residency at St. Vincent's Hospital in New York City in 1986, Dr. Coughlin received fellowship training in Sports Medicine with Dr. Fred Allman at Georgia Tech in Atlanta, Georgia. He then completed a Foot and Ankle Fellowship with Roger Mann in Oakland, California.

Dr. Coughlin joined the private practice group of California Pacific Orthopaedics in 1987, where he practiced for 6 years. During this time, he participated in the orthopaedic program Operation Rainbow, a non-governmental organization offering surgical intervention and training in the developing world, all while maintaining a clinical appointment with the University of California, San Francisco, (UCSF).

In 1993, Dr. Coughlin joined the full time faculty at UCSF, with a clinical position at San Francisco General Hospital and Trauma Center, where he concentrated on resident education and program development. Dr. Coughlin has been distinguished with the Teacher of the Year Award in 1997, 1998 as well as 2003 for Outstanding Dedication to Resident Education. In 2004, Dr Coughlin received a Masters in Public Health for Developing Countries from the London School of Hygiene and Tropical Medicine.

In 2006, along with Richard Gosselin, MD and Harry Jergesen, Dr. Coughlin founded the **Institute for Global Orthopaedics and Traumatology (IGOT)**, an academic initiative to address the enormous global challenge of musculoskeletal and injury burden of disease through academic partnering with less resourced departments around the world. Dr. Coughlin remains the Director of IGOT. Dr. Coughlin is Chairman Emeritus of Orthopaedics Overseas, an organization focusing on teaching and training, and is active on the board with national advocacy and education.

Dr. Coughlin was honored in 2006 by the American Academy of Orthopaedic Surgeons with the Humanitarian Award.



Harlan L. Kelly, Jr.

Harlan L. Kelly, Jr. is the Assistant General Manager, Infrastructure of the San Francisco Public Utilities Commission, and co-founder of an innovative youth internship program - **Project Pull**. Project Pull is a paid summer internship program that is sponsored by the City and County of San Francisco through the Department of Public Works (DPW) and San Francisco Public Utilities Commission (SFPUC). Now in its 17th year, Project Pull provides professional mentorship to highly motivated, promising high school students from the diverse communities within San Francisco. During the eight-week program, interns get a chance to explore

careers in architecture, business, engineering and science by interning with a full-time City employee from various City departments.

Project Pull was co-founded in 1985 by Harlan L. Kelly, Jr. and the late Robert Mason, two city employees who felt strongly about the importance of providing positive opportunities for San Francisco's youth. They believed that they could "pull" young people into public service by providing structured mentorship to highly motivated students who demonstrated an interest in the fields of architecture, business, engineering and science. By pairing young people with professional employees in these fields, with the goal of instilling a sense of responsibility and civic pride, Project Pull teaches participants the skills they need to be successful in the future. Project Pull is the longest-running youth program of its kind in San Francisco. Kelly was previously the City Engineer of San Francisco. He is a California registered professional civil engineer, a graduate of the University of California at Berkeley, and has 27 years of engineering experience.



Martha Ryan

Martha Ryan's journey to creating the **Homeless Prenatal Program (HPP)** began in the early 1980s. After completing her Family Nurse Practitioner studies, Ryan worked on public health teams in refugee camps in Somalia and the Sudan where she created a Community Health Outreach Worker Program, which she later replicated at HPP. She then worked as a nurse at San Francisco General Hospital and Trauma Center and the Southeast Health Center, and volunteered at St. Anthony's Medical Clinic in San Francisco. While pursuing her Masters of Public Health in maternal and child health at the University of California at Berkeley in 1987-1988, Ryan volunteered at Hamilton Family Center, a shelter for homeless families, providing prenatal care for poor and homeless women. In November 1989, Ryan founded HPP to expand free prenatal care to the entire at-risk community of pregnant women in San Francisco. In the first year she served 52 women who had no access to prenatal care.

Recognizing that clients faced multiple challenges beyond prenatal care, Ryan expanded services to meet the needs of each client holistically. Today - 22 years later - HPP is a family resource center with a 64 person staff, \$5 million budget, serving 3,500 adults annually who care for 5,000 children. Three-thousand healthy babies have been born to HPP clients, 2,241 families moved into permanent housing, 134 women were trained for careers as Community Health Workers, and 350 families receive support services for substance abuse. HPP reaches the community's most at-risk and isolated families and offers them supportive, non-judgmental case management as well as a holistic, empowering approach to transforming their lives.

As the first San Francisco agency to hire former clients, HPP has - throughout its history - invested in the women it serves, encouraging them to invest in the community as well as themselves. Today, approximately half of HPP's staff is made up of former clients, each with their own inspirational story to tell. Because of Ryan's vision and tireless dedication to the cause, thousands of families have broken the cycle of poverty for

their children.



Marlene Tran

For over 25 years, Marlene Tran has been working tirelessly as an advocate on many quality of life issues for the residents and communities in the Southeast sector of San Francisco. A resident of Visitacion Valley and a retired teacher of over 35 years in the San Francisco Unified School District and City College of San Francisco, she understands the challenges many families face in the City's Southeast neighborhoods. Starting in the late 1980s, she formed the **Visitacion Valley Asian Alliance** (VVAA) to help inform and empower the non-limited English speaking residents who were often targeted by crime. In addition to her surveys and VVAA monthly meetings, where she invited the San Francisco Police Department (SFPD) and other city departments and residents to participate, Tran used her multilingual skills to help bridge community communications at neighborhood meetings, SFPD, the courts, hospitals and schools.

In 2010, she helped to mobilize thousands of residents via the ethnic media to attend two City Hall meetings concerning the brutal killing of an elderly victim. Working with different City departments, Chinese for Affirmative Action, Asian Pacific American Community Center and other community leaders, the **Community Ambassadors Program** (CAP) was launched by the Office of Civic Engagement and Immigrant Affairs. CAP employs a 12-member multiethnic and multilingual team to assist residents and provide a visible, non-law enforcement presence in busy transit and business corridors along the MUNI Third Street and #9 San Bruno bus routes. The Ambassadors serve as role models and provide residents with safety tips, safe passage, language assistance, and information on critical City services and programs such as 311, MUNI, Healthy SF, City ID Card, and language complaint procedures.

Although Tran's journey into community involvement started with neighborhood safety concerns, her on-going advocacy for educational programs, MUNI services, youth programs, job training, public parks and increased language access have earned residents' respect, media recognition and honors. On November 16, 2011, Mayor Lee presented Tran with a Lifetime Achievement Award from the Neighborhood Empowerment Network in the presence of over 500 people at City Hall.

About San Francisco General Hospital Foundation

San Francisco General Hospital Foundation is an independent not-for-profit corporation 501(c)(3) that provides fundraising support to San Francisco General Hospital and Trauma Center (SFGH). San Francisco General Hospital Foundation is dedicated to promoting excellence in research, education and care for all at SFGH. The vital funding raised by SFGH Foundation allows SFGH to continue its long history of providing quality health care to San Francisco and the Greater Bay Area. Some of the programs funded wholly or in part by SFGH Foundation include the Avon Comprehensive Breast Care Center, ACE Unit (Acute Care for Elders), Institute for Global Orthopedics and Traumatology (IGOT), The Children's Fund, Women's Health Initiative,

The Center for Vulnerable Populations (CVP), Cancer Awareness Resources Education (C.A.R.E.), Bay Area Perinatal AIDS Center (BAPAC), and the Orthopedics Trauma Center of Excellence. For more information, please visit www.sfghf.net.

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