

HEROES & HEARTS™

BENEFITING SAN FRANCISCO GENERAL HOSPITAL FOUNDATION

CONTACT:

Julie Richter | Charles Zukow Associates
415-296-0677 | julier@charleszukow.com

FOR IMMEDIATE RELEASE

San Francisco General Hospital Foundation Announces 2013 Heroes & Hearts Award Recipients

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

SAN FRANCISCO (January 10, 2013) – San Francisco General Hospital Foundation (SFGHF) Executive Director, Stephanie Bray announced today the recipients of the 2013 Heroes & Hearts Award - an award that recognizes those who have demonstrated exceptional community service. The heroes include San Francisco Police Officers John Cathey and David Sands, Rochelle Dicker, MD, and Oncology Social Workers, Carol Lam and Rachel Orkand, MSW, LCSW. They will be honored at the eighth-annual Heroes & Hearts Luncheon on Thursday, February 14, 2013 at AT&T Park. Tickets for the luncheon are available now by calling 415-206-4478 or visiting www.sfgfhf.net/hh.



"This year's heroes are exceptional leaders whose compassion and dedication has improved our community," says Bray. "They are leading by example to help make San Francisco a better place for all its citizens. They have sought to improve the lives of former gang members in the Mission, to stop the revolving door of violent injuries in the City, and to provide quality and personal care for cancer patients. San Francisco General Hospital Foundation honors these local heroes in order to inspire others to create positive change in their communities."

THE HEROES - *detailed bios below*

Officer John Cathey and Officer David Sands – After nearly seven years on the police force, Officers Cathey and Sands, the current Mission Station Gang Enforcement Officers, became frustrated by the cycle of violence they witnessed permeating the gang culture in San Francisco. Rather than turning a blind eye, the officers developed an outreach program in 2010 to help secure jobs for young men in an effort to keep them from participating in gang life and to help turn them into contributing members of the community. Cathey and Sands reach out to the Mission neighborhood's most vulnerable and offer them a steady job, in exchange for an agreement that participants will not

partake in traditional gang activities, including associating with other gang members, wearing colors or hanging out in known gang territory.

Rochelle Dicker, MD – Rochelle Dicker, MD, a trauma surgeon at The General since 2005, has been passionate about injury prevention ever since she was an intern at UCSF. After she completed her training, including fellowships in trauma, critical care and violence prevention, Dicker founded and continues to direct the Wraparound Project, one of the nation's first hospital-based violence prevention programs, which fights to stop the revolving door of violent injuries in San Francisco.

Carol Lam, MSW and Rachel Orkand, MSW, LCSW – With over 22 years of combined experience at The General, oncology social workers, Carol Lam and Rachel Orkand provide practical and emotional support to cancer patients and their families through the oncology clinic, breast clinic and adult inpatient units. They take the time to connect with each patient on a personal level, recognizing cultural differences and constantly searching for ways to make each patient feel comfortable as they navigate the complex systems of care and coverage.

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 14 luncheon, [13 new heart artworks](#) will be displayed including five "table top" hearts that will be auctioned with proceeds benefiting SFGHF and its efforts to fund initiatives that enhance patient care and comfort at The General. *Hearts in San Francisco* artworks, combined with proceeds from Heroes & Hearts and the evening party Hearts After Dark (2006 - 2012), have raised more than \$8.5 million for SFGHF.

The Heroes & Hearts Luncheon takes place on Thursday, February 14, 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 30, 2013 include AT&T, Chevron Energy Solutions, Connie Frank Foundation, Genentech, Intel, McKesson Foundation, The Stanley S. Langendorf Foundation, Union Bank, Visa, Wells Fargo, PG&E, Bank of America, Cummins West, Rich & Judy Guggenhime, Macy's, UnitedHealth Group and Webcor Builders. Media sponsors include KCBS All News 740 AM and 106.9 FM, NBC Bay Area, *San Francisco Business Times*, *San Francisco Chronicle* | SFGate.com, *San Francisco* magazine, and WHERE magazine.

ABOUT THE HEROES

Officer John Cathey and Officer David Sands

Officers Cathey and Sands, the Gang Enforcement Officers at the Mission Station, were frustrated by the cycle of violence they witnessed permeating the gang culture in San Francisco. Rather than turning a blind eye, the officers developed an outreach program in 2010 to help secure jobs for young men. The benefit of their efforts is twofold, as it not only keeps these men from participating in gang life, but also helps them become contributing members of the community. Building trust is the most challenging part of the job and often requires Officers Cathey and Sands to invest significant amounts of time hanging out on the streets talking to these vulnerable young men and building rapport. In exchange for the offer of a steady job, the participants must agree that they will not partake in gang activities, including associating with other gang members, wearing colors or hanging out in known gang territory.

Officers Cathey and Sands are proactive in their approach, placing gang members into the program before they have run-ins with the law. Their efforts have made a significant difference in the lives of the young men who reject gang life, and help strengthen entire families. The men in the job program have been praised by their supervisors as being

among their hardest and best workers. By giving these young men responsibility and accountability, Cathey and Sands increase their self-esteem and prove they are capable of accomplishing something positive.

Officers Cathey and Sands have set their sights on creating additional gang prevention programs. Currently, they are working with James Lick Middle School to develop a program designed to keep vulnerable youth from being recruited into the gang life. In the coming year, they will continue to search for ways they can continue to expand their efforts and help bring positive change to the lives of more people, and the entire community.

Rochelle Dicker, MD

Rochelle Dicker, MD, a trauma surgeon at The General since 2005, has been passionate about injury prevention ever since she was an intern. After she completed her training, including fellowships in trauma, critical care and violence prevention, Dicker founded and continues to direct the Wraparound Project, which fights to stop the revolving door of violent injuries in San Francisco.

The Wraparound project is one of the nation's first hospital-based violence prevention programs, which seeks to close the revolving door of violent injury. Dr. Dicker and her staff of peer counselors work with young victims of violent crime in an effort to change their dangerous lifestyles, connecting them to appropriate community service providers in order to return to a safer environment. Wraparound helps these adolescents finish school, obtain jobs, and access mental health services that help them get back on the right track.

Dr. Dicker has also been involved in improving pedestrian safety and the safety of public transit. She has lobbied for seatbelts on school busses and was instrumental in having seatbelts installed on the hospital shuttles after the tragic death of one of her colleagues in an accident. She continues her research to search for more ways to decrease injury and improve safety in San Francisco and beyond.

Dr. Rochelle A. Dicker has a Bachelor of Arts from UC San Diego and obtained her MD degree from the University Of Vermont College Of Medicine, graduating with honors. She completed a General Surgery residency and finally a Fellowship in Trauma/Critical Care at the University of California, San Francisco. She is double-Boarded in General Surgery and Critical Care.

Carol Lam, MSW and Rachel Orkand, MSW, LCSW

With over 22 years of combined experience at The General between them, oncology social workers, Carol Lam and Rachel Orkand provide practical and emotional support on a daily basis to cancer patients and their families through the oncology clinic, breast clinic and adult inpatient units. With grace and compassion, Lam and Orkand help cancer patients navigate the complex systems of care and coverage, as well as cope with their illness.

Lam and Orkand bring comfort to each new patient at the clinic, and being bilingual, are often able to do so in the patient's native language. With patience and care the women create a calming reassurance for patients, many of who have little or no family support and limited means. The women play an integral role in maintaining the continuity of care, often serving as the sole link between the patient, the outpatient clinic and the inpatient team. Lam and Orkand spend time getting to know each patient on a personal level in order to meet their often unspoken needs during what is likely one of the most difficult periods in their life.

Beyond simply helping the individual patients, Lam and Orkand are involved in family conferences, serving as patient advocates. They work to understand patient needs, listen to them, and do their best to help ease any fears. Lam and

Orkand are often found beside with patients when they pass, sometimes as the sole witness. They understand sometimes small gestures can have great impacts, and take the initiative to do what they can for bereaving families, even if it is simply sending a condolence card signed by the staff. They make sure that no stone is unturned in every step of the patient process, ensuring the best possible care delivered with compassion and a personal touch.

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.sfqhf.net.

###