



HeartBeets: Good Food for Good Health

“You don’t have to cook fancy or complicated masterpieces—just good food from fresh ingredients.”

—Julia Child

Julia Child’s spirit lives on at San Francisco General Hospital. Half a century ago, the renowned chef and author wrote that processed foods “are unnatural, almost immoral, (and) a bane to good eating and good cooking.” Today there’s ample evidence that processed foods are often unhealthy as well, and the chronic diseases they contribute to disproportionately affect urban, low-income populations like those served by San Francisco General Hospital and Trauma Center (SFGH).

With grant support from the SFGH Foundation, the hospital’s new HeartBeets program is helping to reverse these trends by increasing consumption of locally, naturally grown foods. Launched in 2009, HeartBeets works with patients, staff, and communities throughout the city to foster connections around healthy eating.

“At San Francisco General, we’re in the business of providing healthcare,” explains HeartBeets co-founder, Michelle Schneidermann, MD. “We’d be doing our patients a great disservice if we didn’t endorse healthy eating as a core element of prevention and management of chronic illness. And as a teaching hospital, we’re also sending a strong message about incorporating healthy foods into everyone’s diet. We have a responsibility to help patients, staff, and visitors make healthier decisions and learn about easy and affordable ways to increase their consumption of natural foods.”

HeartBeets activities mesh perfectly with SFGH’s budding Wellness program, an initiative embraced by SFGH’s CEO, Sue Currin. SFGH is committed to providing an environment that offers sustainable and achievable wellness goals for our patients, staff and community in addition to providing acute and outpatient care. “Achieving wellness is an on-going journey that requires a holistic approach to health that integrates the various aspects of the whole person,” SFGH’s newly appointed Wellness Director, Shermineh Jafarieh stresses. The Wellness Program at SFGH will be particularly responsive to the talents, sensibilities, and interests represented at SFGH. “We want to partner, promote and support programs like HeartBeet’s Spring

Fest that share easy and fun ways to eat healthy in the rich cultural/ethnic diversity of our communities.”

“Delicious, nutritious food offers wonderful opportunities for self care and for increasing interpersonal and community connections,” adds HeartBeets co-founder Laura Critchfield. She says that HeartBeets team members envision the hospital as a hub for inspiring people to eat more nutritiously by offering examples of delicious natural foods, teaching the hows and whys of incorporating natural foods into their daily diet, and increasing access to natural food resources throughout the city.

A healthy dose of that inspiration comes from food grown right on the SFGH rooftops. Through HeartBeets Garden Giveaways project, just-picked produce is shared with participants in diabetes, hypertension, smoking cessation, and prenatal classes, primarily through the General Medicine Clinic (GMC).



Gardening Supervisor Joan Varney created and maintains the hospital’s raised vegetable beds.

San Francisco resident Danny Kalaveras is a member of GMC’s hypertension group, and a recipient of Garden Giveaways. He says that at first not everyone was keen on the idea of eating fresh collard greens, Swiss chard, or spinach. But receiving farm-fresh produce not only changed the way patients and their families ate, it also inspired them to think about nutrition in new ways.

“A lot of people didn’t know what those veggies were,” says Kalaveras. “They thought they wouldn’t like them. But when they tried them, they really did.”



Linna Wong, cafeteria employee and CSA member, loads her weekly 'peck' of vegetables.

HeartBeets

Continued from Page 1

Kalaveras likes to steam the greens and put a little olive oil and lemon juice on them. He says they're "really tasty because they're organic."

"Our patients are excited to prepare new dishes," adds Schneidemann. "And they're surprised that even their kids love the fresh food."

Much of Garden Giveaway's success can be attributed to SFGH Gardening Supervisor Joan Varney, who created and maintains the hospital's raised vegetable beds.

"Farming is in Joan's soul. She's been growing produce on campus for more than 15 years and loves sharing it with patients and staff," says Schneidemann. "And we're not talking average here; Joan grows gorgeous, bursting-with-flavor vegetables—her hospital-grown greens won a blue ribbon at the 2010 San Francisco Giants County Fair!"

Another source of inspiration comes from HeartBeets' Community Supported Agriculture (CSA) initiative, in which hospital staff and members of the public can purchase boxes of locally grown, seasonal fruits and vegetables delivered right to the hospital cafeteria. The CSA's impact reaches well beyond the hospital; through its partnership with Capay Valley Farm Shop (CVFS), nearly 100 CSA members help support a collaborative of family farms and ranches that provides year-round employment, health insurance, and education and housing loans for its farm workers in Yolo County. In turn, the CVFS farmers and farm workers are inspired that the food they grow supports the mission and feeds the members of the SFGH community—so inspired

that CVFS designated HeartBeets as the recipient of its 2010 donation program, which is supported by its CSA members throughout the Bay Area.

"It's vital for staff members to nurture themselves as well as their patients," says Critchfield. A 2009 HeartBeets survey of more than 600 staff indicated 97 percent wanted to increase their consumption of natural foods while over 70 percent identified the lack of convenient access as their primary barrier to eating more healthfully.

Evidence of the CSA's impact abound.

"I love staffing the Friday CSA," says HeartBeets intern Jeannie Nahashon. "People's faces light up when they open their boxes to the colorful surprises inside. They exchange recipes and cooking tips with colleagues and chat about the creative meals they prepare with neighbors and friends. They come back with lots of stories about how this weekly ritual has inspired them to cook and eat in new ways."

In keeping with its commitment to a seasonal focus, HeartBeets is launching a series of quarterly festivals throughout the year. The first, slated for April 8, will highlight partnerships that HeartBeets is facilitating among community groups, local chefs, and neighborhood gardens. The HeartBeets Spring Fest will feature nutrition priorities from teen participants of Moms Mentoring Moms, a Bayview-based support network at Hilltop High School. The alumni group from the Medical Respite and Sobering Center South of Market will offer healthy eating tips for homeless and marginally housed people who have recently been discharged from the hospital. Speakers like Alice Carruthers from Alemany Farm will highlight the role community gardens play throughout the city. Local chefs will be on hand with tasty treats created with ingredients grown at the hospital, in gardens like Alemany Farm, and on Capay Valley Farm Shop farms.

Other seasonal festivals are planned, as well. This summer SFGH's new Wellness program will produce the hospital's first Summer Fest, emphasizing the benefits of exercise and enjoying San Francisco's great outdoors. In September, the HeartBeets Fall Fest will celebrate the harvest with a focus on how people with chronic disease promote self-care and healing through natural foods. The Wellness team will take the lead again in December,

Continued on Page 3

Real Results

“Since joining the farm shares program about a year ago, I have lost almost 50 pounds. While I participated in a weight-loss program for a while, I ultimately credit the regular access to fresh fruit and vegetables as a major component of my success. I now eat much more nutritiously, and am less hungry because I am adding more vegetables to bulk up the rest of my meals. I am also enjoying learning about vegetables I might not have eaten before, and have learned to make an amazing array of vegetable soups that are not only convenient and delicious, but when eaten before dinner help fill me up in a healthy way so I don't overeat like I used to.”

I still have a ways to go on my weight-loss journey, but getting Farmshares through the HeartBeets program at SF General has re-awakened a lost love of fresh veggies and has gotten me in the habit of a much more healthful lifestyle. I am such a big fan of this program, that every Friday I have a vegetable viewing for my co-workers in my office!

Katie Luttrell, MSW, SFGH

Thank You

TO ALL WHO ATTENDED AND SUPPORTED

HEROES & HEARTS

HEARTS After Dark



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For 2012 sponsorship information, or to learn how you can purchase a Heart sculpture, please contact Katie Moe, kmoe@sfghf.net

HeartBeets

Continued from Page 2

emphasizing the importance of slowing down to renew and reflect during the winter season.

HeartBeets' future plans include partnering with nearby Atlas Café to create a community teaching garden, renovating the hospital cafeteria to add interactive nutrition exhibits, training "nutrition navigators" for the hospital's new Wellness Center, and developing quality improvement research projects around nutrition.

A dedicated team of hospital volunteers and interns from UC Berkeley's School of Public Health and San Francisco State

University's Department of Health Education currently runs the HeartBeets program. But with so many initiatives underway and in the planning phase, program leaders are collaborating with the SFGH Foundation to raise funds for a full-time staff coordinator.

Julia Child would have certainly approved. In her final book, *My Life in France*, she stated simply, "The pleasures of the table, and of life, are infinite."

"How fitting that the General is becoming a hub for the pleasures afforded by locally, naturally grown foods" adds Critchfield.

"There's no better place to connect an abundance of year-round produce with a diversity of local cuisines and a heart-felt passion for healing."

Bon appetit, San Francisco! 🍷

Welcome

New Board President & New Officers



Matt Carbone, President,
SFGH Foundation

We are thrilled to welcome Matt Carbone into the role of President and announce the San Francisco General Hospital Foundation Officers for 2011-2012 as voted at the Annual Meeting of the Board of Directors on March 28, 2011. Matt replaces Judy Guggenhime, who has served as the President of the Board of Directors for the past 9 years. We are forever grateful to Judy, under whose leadership SFGH Foundation has grown from an organization that faced financial uncertainty to one that is providing millions of dollars in support of the hospital's programs. Judy will continue to be closely involved with the Foundation in her new role as Chair. We are also pleased to welcome **Michael Silva, Senior Vice President and Group Manager at Comerica Bank**, as our newest Board Member.



Michael Silva

Thank you to all of our volunteers who give their time and talents to support San Francisco General Hospital Foundation.

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SFGH Is Here for You... Even When You Think You'll Never Need Its Lifesaving Care



“On January 26, 2007, I had a motorcycle accident.

After they scraped me off the pavement on northbound Doyle Drive I asked the ambulance attendant where we were going. The answer was not what I wanted to hear: San Francisco General. I had been there once to pick someone up from the ER and it was not an encouraging experience. I tried to bargain, pleading that Marin General was closer and in the

direction I live. One of the CHP officers working the accident scene tried to set me straight, telling me to relax and shut it, because I was going to the best trauma center in Northern California.

That officer was right, but coming into the SFGH ER on a rainy winter Friday evening was not reassuring. The sights, noise and hubbub were like a scene from an early Fellini movie. Both sides of the ER hallway were jammed with gurneys, many of whose occupants were handcuffed onto them. There was howling, screaming, death chants (no kidding) and lots of very bad language. It seemed that no one wanted to be there, me included. But then, very quickly, it got much, much better.

Above all the hubbub an SFGH staff member appeared with a cell phone. She looked me in the eye and told me that she was there to call people for me to let them know I had gotten into an accident but was in good hands. I was.

The triage team quite literally saved my life. They were so fast and efficient in diagnosing the internal injuries that they completed the triage before I was even fully aware what was happening. They sent me for imaging studies and immediate surgical consults.

They told me what needed to happen, I said okay, and two surgeries were immediately scheduled. By the time I woke up at 5 a.m. the next morning, my ruptured ascending colon was resected and the orthopedic surgery for my compound tib-fib fractures were completed. I had only a big slice down my middle and a rod in my lower leg to show me how busy the surgical teams had been. (And thanks—again—Drs. Mackersie and Coughlin and everyone else involved.)

The surgeons, medical staff and nearly every nurse, technician and staff member who treated me were superb. Almost everyone with whom I came into contact knew exactly what to do and just did it, efficiently and without fuss. As I learned, everyone has to be this good at SFGH, given the size of the patient load and the nearly insurmountable number of problems and people that must be dealt with every day.

There is no doubt that SFGH is more than a little rough around the edges. The entire hospital is very crowded, the waiting time can be very long and some places are not very clean. But it became clear during my stay that there may be no way to solve those problems because the doors are open to everyone all the time. The deluge of people needing treatment for every type of problem never stops, because no place else will take so many of them.

I want to express my heartfelt thanks to the dedicated and talented medical care providers of SFGH. I also want to say that those of you who work there in the future should know that you have a very high standard to reach and legacy to uphold. Those who worked on me did a great job, for which I will always be grateful, and as a result, I am here today to appreciate it.”

Eric M. Crowe
Mill Valley, CA

Make a Gift, Make a Difference!

Philanthropic gifts to the SFGH Foundation provide resources to help San Francisco General Hospital and Trauma Center meet the needs of thousands of patients and families every year. Whether you make a pledge to be paid out at once or over time, there are several ways that you can make a difference:

Outright Gifts

Gifts of *any* size are welcome! Outright gifts of cash, stock/securities or personal property are the most common methods and offer the distinct advantage of being immediately available to assist hospital programs.

Annual Fund “*unrestricted*” gifts ensure the greatest flexibility to help where the needs are greatest and contribute significantly to the Foundation’s ability to support the hospital. Alternately, if you have a hospital program or area of healthcare you are passionate about, you can designate your gift as “*restricted*” to support that particular program. Examples of programs to support can be found on our website at <http://sfghf.net/programs.html>.

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sfghf.net

Or mail your gift to:

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Heart Circle Gifts

The Heart Circles were established to recognize individuals who have made extraordinary annual gifts at the following levels:

- ♥ Platinum Heart Circle (Gifts of \$25,000 or more)
- ♥ Gold Heart Circle (Gifts of \$5,000 to \$24,999)
- ♥ Silver Heart Circle (Gifts of \$1,000 to \$4,999)

Tribute Gifts

You can specify that your gift be made in honor or in memory of a loved one, a friend or special occasion. A notification card can be sent to the honoree or family to share with them the news of your heartfelt gift.

Workplace Matching Gifts

You may be able to *double* or even *triple* the amount of your gift through your employer’s matching gift program. Request a Matching Gift form via your company or access their on-line matching gift request form.

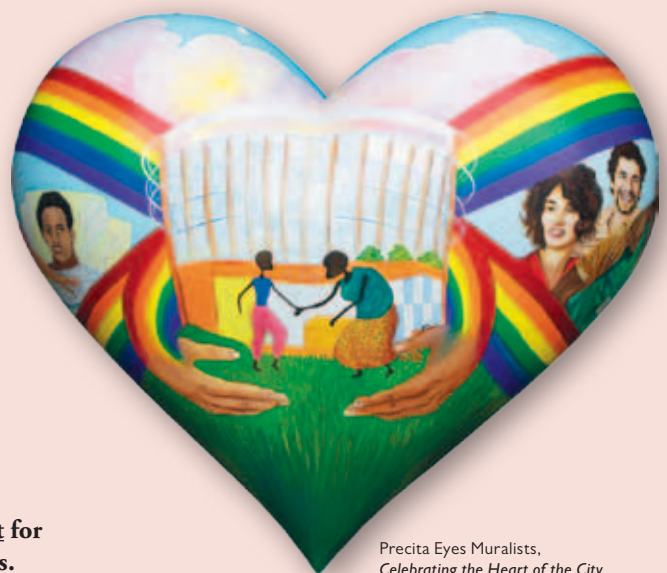
Contact Amy Salomone at (415) 206-3132 or asalomone@sfghf.net for more information on Annual Fund and Heart Circle giving opportunities.

Planned Gifts

Simply stated, planned gifts are those that are made today to be received by the Foundation in the future. Types of planned gifts include designating the the Foundation in a will, charitable remainder trust, IRA or life insurance policy. *Each type of planned giving vehicle offers a distinct set of advantages and as such you are encouraged to discuss these options with your financial advisor or estate attorney.*

♥ **Did you know?** The IRA rollover provision, which allows people age 70-1/2 and older to give up to \$100,000 a year from their IRAs (traditional and Roth only) to qualified charitable organizations without having to pay taxes on the distribution, was extended for the 2011 tax year.

Contact Sara Haynes at (415) 206-5926 or shaynes@sfghf.net for more information on planned gift or major gift opportunities.



Precita Eyes Muralists,
Celebrating the Heart of the City

The Institute for Global Orthopaedics and Traumatology: Training, Innovation and World-wide Impact

The historic red brick buildings framing SFGH may date back nearly 100 years, but the research and training taking place within their walls is revolutionary. The Orthopaedic Trauma Institute Surgical Training Facility (OTI) is housed within one of these neo-Italian Renaissance style buildings. OTI is a state-of-the-art teaching facility dedicated to innovative medical, health, and science workshops. Headquartered within OTI is the Institute for Global Orthopaedics and Traumatology (IGOT).

In September IGOT will host a surgical skills course teaching techniques for repairing and managing large open injuries. Over 50 surgeons from developing countries will attend and learn over 20 different surgical procedures that combine orthopaedic and plastic surgery techniques, primarily the use of skin and muscle flaps to cover open injuries. They will be learning these procedures by hands on instruction in a mock operating room setting using cadavers. IGOT's mission is to lessen the burden of musculoskeletal conditions and injuries in developing countries in a sustainable, capacity-building way through teaching, training, and research.

The course is designed to teach the necessary surgical skills to manage some of the more complicated injuries which are resulting from the growing number of motor vehicle accidents worldwide. As motor vehicle accidents become more prevalent, it is predicted that the injuries associated with these accidents will soon become a leading cause of death globally. The majority of the injuries suffered are musculoskeletal and orthopaedic in nature. Management of these injuries is difficult, especially in resource poor regions due to the lack of surgical services, equipment and infrastructure. The surgeons treating patients for severe soft tissue wounds in developing countries often have little to no training in common plastic surgery procedure such as covering open injuries with skin and muscle flap transfers. Without this course, they would typically lack the means to acquire this knowledge as the access to surgical training is limited and the infrastructure to apply surgical skills in the form of operating rooms is scarce. The skills associated with managing orthopaedic injuries are surgical in nature and require equipment, anesthesia support and technical expertise. The skills reviewed through this training program enable them to appropriately manage injuries requiring wound



International course participants in the Orthopaedic Trauma Institute's Surgical Training Lab.

coverage. In the absence of these procedures, soft tissue injuries go untreated or are often treated with suboptimal techniques, resulting in a high rate of limb threatening infection and an inordinate amount of amputations. In addition to instruction on the basic skills needed to properly treat wounds, the surgeons are instructed on the fundamentals behind conducting clinical research. This serves as a foundation for the participants to establish research at their home institutions.



Dr. Scott Hansen, Plastic Surgeon, and Dr. Richard Coughlin, Orthopaedic Surgeon, with international course participants at SFGH in 2010.

The skills gained from these efforts will have immediate impact on trauma patients around the world, including those in Haiti, Pakistan, Tanzania, Vietnam, the Philippines, St. Lucia, Myanmar, Ethiopia, South Africa, Nepal, Kenya, Malawi, Bangladesh, Iraq, Egypt, Nigeria and Sierra Leone.

This will be the 2nd year the Surgical Training Course is offered. It would not be possible without the support of the faculty, staff and industry sponsors including Stryker Trauma, KCI Wound Vac, SmithNephew Wound Care and Integra.

For more information about IGOT please visit www.globalorthopaedics.org.



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Of Note



A \$400,000 grant over two years was recently awarded from the Kaiser Foundation Hospital Fund for Community Benefit Programs at the East Bay Community Foundation. It will be used to sustain the innovative work of the San Francisco Specialty Care Initiative Coalition led by **Hal Yee, MD, PhD** of the SFGH/UCSF Center for Innovation in Access and Quality (CIAQ) and involves the San Francisco Department of Public Health, San Francisco Community Clinic Consortium, and the University of California, San Francisco.

The new grant will focus on further improving coordination of health care delivery between primary and specialty care providers. Over the last three years the Coalition has worked with primary care providers and specialists to improve access to specialty care, the referral process, referral guidelines, communication, and provider and patient education across San Francisco’s healthcare safety net.

Andre Campbell, MD was recognized on March 29, 2011 by the San Francisco Board of Supervisors for his outstanding service as a trauma and acute care surgeon at SFGH.

Campbell received a certificate of honor for his “professional accomplishments and meaningful contributions” to the San Francisco community. The certificate was signed by Supervisor Malia Cohen and other supervisors.

A 1985 graduate of the UCSF School of Medicine, Campbell has dedicated 17 years of his life caring for patients at the UCSF-affiliated SFGH, home to the city’s only level-one trauma center, which stands ready around the clock to serve those injured in accidents, disasters and acts of violence.

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