

CEDARS-SINAI®

Embracing our community

Feature COACH For Kids gets a new look **6-7** **Q&A** Cedars-Sinai Healthy Habits educator Aja Johnson on her career path **8** Grants and Community Giving Aiding access to mental healthcare 10 **Program Updates** Kid-friendly health advice, students cope with trauma, care for Korean patients **10–11**

Partners in Health Creating Stronger Communities

creating stronger communities

The secret to accelerating progress toward better community health can be summed up in one word: partnerships. Cedars-Sinai works with local organizations to identify their needs as well as the needs of the communities we serve together. We learn from them, and they learn from us. Together, we take action to give the underserved increased access to healthcare. In the following pages, we profile six people who exemplify Cedars-Sinai's robust network of community partners — all dedicated to fostering healthy communities.

CEDARS-SINAI COMMUNITY CLINIC INITIATIVE

PARTNER:

> YUSRA ADEM, finance manager, UMMA Community Clinic, South Los Angeles

PROGRAM FOCUS: Cedars-Sinai is enhancing the capabilities of community clinics across Los Angeles through a multiyear initiative focused on quality improvement, leadership development, financial strength and data management.

CEDARS-SINAL CONNECTION: Adem graduated from Cedars-Sinai's Managing to Leading program, then joined an UMMA clinic team that was enrolled in another Cedars-Sinai program that focuses on improving quality through data management.

ROOTS: She grew up in Ethiopia, the ninth of 19 children raised by parents who were community activists. Adem came to the U.S. in 1996 and has deep compassion for the many immigrants (mostly Latino) served by the clinic. "They have difficult lives and often feel isolated," she says.

ORIGIN STORY: The clinic was founded by Muslim medical students at UCLA and Charles R. Drew University of Medicine and Science in the wake of the 1992 Los Angeles riots. Only 5 percent of the clinic's patients are Muslim, but its mission reflects core Islamic values such as service, compassion and dignity.

PERSONAL GROWTH: "The leadership program gave me a lot of empowerment. Interacting with people from other clinics was like opening a window," Adem says. "I've become more vocal. Instead of asking why, I think about what I can do to find a solution."

IMPACT: As part of the Managing to Leading program, Adem led a project that helped the UMMA clinic improve coordination of care, particularly for patients with chronic conditions such as diabetes.

"If we can strengthen families, students can thrive and achieve their goals."

Sylvia Renteria

CEDARS-SINAI COACH FOR KIDS

PARTNER:

SYLVIA RENTERIA, MS, LMFT, Healthy Start/Wellness Center coordinator, Los Angeles Unified School District

PROGRAM FOCUS: Cedars-Sinai COACH for Kids[®], part of the Maxine Dunitz Children's Health Center, sends two mobile medical units to schools, homeless shelters, public housing projects and other sites in underserved areas of Los Angeles to provide free primary and preventive healthcare services for low-income children and their families.

PARTNERSHIP START: Over the past two decades, Renteria has partnered with COACH for Kids to take free health services and education to 10 schools in the Pico-Union area.

CHANGING LIVES: "If we can strengthen families, students can thrive and achieve their goals," Renteria says. "COACH for Kids is a critical partner that has earned the community's trust and respect. I can always turn to them when there's a child in need."

COMMUNITY NEEDS: Healthy Start and COACH for Kids are lifelines for many immigrants who struggle with poverty, fear of deportation, language barriers and other issues. "It's inspiring to see what we can do together to change people's lives," Renteria says.

IMPACT: Among those COACH for Kids has helped is a high school student who was struggling in school after losing her mother to a long illness. Renteria learned that the teen needed glasses, and the COACH team quickly arranged for a vision test and free eyewear. The girl told Renteria, "They took really good care of me and made me feel special."

CEDARS-SINAI HEALTHY HABITS

PARTNER:

 AIDEN LITTLETON, a fourth-grader at Queen Anne Elementary School who has participated in Cedars-Sinai Healthy Habits since second grade

PROGRAM FOCUS: Healthy Habits curriculum is provided in second-, third- and fourth-grade classrooms in 16 local elementary schools to teach children in underserved communities about nutrition and physical activity. The program, which also offers workshops for parents, is designed to reduce the risks and impact of obesity and help families lead healthier lifestyles.

KEY LESSONS: "Physical activity helps your body operate," Aiden says. "Always check food labels. The more ingredients there are, the less healthy it is."

NEW EXERCISE HABIT: Aiden has encouraged his parents to become more active, notes his mother, Lily Moreno. He does sit-ups and push-ups while his parents work out with weights. He also plays basketball and baseball and loves to dance hip-hop and salsa. Even chores are an opportunity to exercise: "Yesterday, I washed my mother's car," he adds.

FAVORITE SNACKS: "Mango tango" smoothies made with plain Greek yogurt, frozen mangoes, a banana, almond or soy milk, and a dash of cinnamon. He also likes apples, grapes, cucumbers and jicama.

IMPACT: Aiden's family used to have a refrigerator filled with sugary sodas and juices. No more. After Aiden started talking about what he was learning in Healthy Habits, they switched to water and cut back on chips and candy. Aiden says he feels very good about this change.

CEDARS-SINAI YOUTH EMPLOYMENT AND DEVELOPMENT PROGRAM

PARTNER:

SUZANNE GONZALEZ-DRAKE, dean of students and leadership adviser, Fairfax High School

PROGRAM FOCUS: The two-year Cedars-Sinai Youth Employment and Development (YED) program provides part-time jobs, mentoring and job-shadowing experiences at Cedars-Sinai for Fairfax High School juniors and seniors. A large percentage of them graduate from college, pursue careers in healthcare and obtain jobs at Cedars-Sinai.

DISCOVERING NEW OPTIONS: Many YED participants become the first in their families to go to college. "I know students who weren't even thinking about college until they got into this program," she says. "It gives them a broad horizon of education and career possibilities they might never have been exposed to."

YEARS WITH YED: Gonzalez-Drake has been referring her leadership students to the program — "a stepping stone to the work world" — since it started in 1994.

CHALLENGES: "Many students deal with economic hardship and live in neighborhoods where there is gang activity," she says. "Some help take care of siblings and do most of the cooking, cleaning and shopping because their parents are working."

IMPACT: "One student got to shadow a brain surgeon and watch an operation from the observation deck. He was lit up by the experience," Gonzalez-Drake says. "The kids also have very positive experiences with their mentors. And they get paid for their work, so their time is valued. The money helps pay for school activities and other needs."

CEDARS-SINAI SHARE AND CARE

PARTNER:

HERB WESSON, Los Angeles City Council president

PROGRAM FOCUS: Offered at 28 Los Angeles Unified schools, Cedars-Sinai Share and Care uses art therapy to help children who have experienced trauma overcome the stressors that disrupt their ability to learn.

PARTNERSHIP START: In the early 1980s, a tragedy occurred at the school attended by Wesson's young sons: A classmate and his mother were shot and killed by the child's father. Wesson's mother, Gladys Wesson-Strickland, who worked in Cedars-Sinai's Department of Psychiatry, talked with Suzanne Silverstein, MA, then a clinician in the department, about how traumatic this was for her grandchildren and their schoolmates.

RAPID RESPONSE: Silverstein immediately assembled a crisis-counseling team, which traveled to the school to help the children, parents and teachers process the tragedy. This was the beginning of Cedars-Sinai's Psychological Trauma Center, which led to the creation of Cedars-Sinai Share and Care, a citywide program to help children express their feelings through art.

IMPACT: "Right away, we could see that our kids were doing better," Wesson says. "We now know we were seeing the start of one of the premier ways to go about helping traumatized children in this country. This program continues to do great work, and I will always be available if they need my assistance. It's personal – I will owe them as long as I live."



PARTNER:

PROGRAM FOCUS: Throughout the year, the Cedars-Sinai Community Health and Education team provides free health screenings, immunizations and education for low-income neighborhoods across Los Angeles, promoting wellness and helping people prevent and manage health issues such as diabetes and heart disease.

PARTNER SINCE: mid-1980s

NICKNAME: "The Reverend Mother"

CEDARS-SINAI CONNECTION: Jackson, who cared for patients as a nurse at Cedars-Sinai in the 1980s, is the daughter of the 88th Street Temple Church's founder, the late Bishop Bennie Roberts Benbow, and the mother of the church's current pastor, Superintendent Anthony L. Williams. She has been promoting Cedars-Sinai health screening events at the church for nearly three decades.

KALE MEETS SOUL FOOD: A strong advocate of regular exercise and healthy eating, Jackson makes sure that greens like kale balance the soul food at church potlucks.

THE PITCH: When nurses are stationed at tables in the church basement during services, Jackson tells congregants, "Go down and get your screenings. It doesn't take long, and it could save your life."

IMPACT: Some congregants have avoided health crises after being referred to urgent care for dangerously high blood pressure or glucose levels. Many have adopted healthier lifestyles. "You can tell when people start taking better care of themselves. They look better. They even walk better," Jackson says. "Cedars-Sinai has increased awareness of the importance of self-care."

CEDARS-SINAI COMMUNITY HEALTH AND EDUCATION

LILLIE JACKSON, health advocate and retired licensed vocational nurse, 88th Street Temple Church of God in Christ, South Los Angeles

"You can tell when people start taking better care of themselves. They look better. They even walk better." Lillie Jackson

BLOCK BY BLOCK

Cedars-Sinai COACH FOR KIDS® mobile medical units are a welcome sight at schools, homeless shelters, public housing developments and health fairs around Los Angeles. These vehicles bring free primary and preventive care to some of the city's neediest neighborhoods. COACH for Kids – part of the Maxine Dunitz Children's Health Center - recently put two new, fully equipped units on the road to deliver a wide range of vital services to help children and families lead healthier lives.

San Francisco artist Christian Robinson, who grew up in Central Los Angeles and went to mobile units for health services as a young boy, created child-friendly artwork for the units' exteriors. "I wanted the artwork to shine a light on the positive side of healthcare and be playful, fun and accessible," he says. "I kept in mind that art for a mobile unit is like animation, and created graphic images that can be read easily and quickly while the unit is moving."

NUMBER OF IMMUNIZATIONS



600,000 PATIENT CARE AND EDUCATIONAL **VISITS SINCE** COACH FOR KIDS **1994 LAUNCH**

SKID ROW FIRST NEIGHBORHOOD SERVED

ELEMENTARY SCHOOL PARTNERS

9th Street Elementary School 10th Street Elementary School 68th Street Elementary School 92nd Street Elementary School 93rd Street Elementary School 99th Street Elementary School 112th Street Elementary School Alta Loma Elementary School

George Washington Carver Middle School **Centinela Elementary School** Hoover Street Elementary School Florence Griffith Joyner Elementary School Manchester Avenue Elementary School Oak Street Elementary School Wadsworth Avenue Elementary School

We could not meet many of our students' needs if it wasn't for our partnership with COACH for Kids. For two decades, they've helped our students overcome barriers so they can focus on learning."

Sylvia Renteria, Healthy Start/Wellness Center coordinator, Los Angeles Unified School District

PEOPLE IN 28 ZIP CODES SERVED

Among communities COACH visits regularly are: Compton Skid Row Koreatown South Los Angeles Pico-Union Watts

MOBILE MEDICAL UNITS INTAKE ROOM 2 EXAM ROOMS SOCIAL WORK CONSULTATION ROOM **MEDICATION DISPENSARY MINI LAB FOR POINT-OF-CARE TESTING**

BILINGUAL **COACH TEAM**

(ENGLISH/SPANISH) **Medical director Program director Case manager Certified drivers Community health assistants Dental hygienist** Family nurse practitioners **Outreach coordinators Pediatric nurse practitioners Registered** nurses **Social workers**

00

NUMBER OF TOOTHBRUSHES

GIVEN AWAY



COACH FOR KIDS PARTICIPATES IN MORE THAN 50 ANNUAL COMMUNITY **HEALTH FAIRS INCLUDING:**

events around L.A.

Taste of Soul, Los Angeles Telemundo Health Fair. Los Angeles Convention Center

AMONG THOSE WHO DEPEND ON COACH FOR KIDS

- PRESCHOOL (AND OLDER) CHILDREN with reduced access to care who must obtain required immunizations before starting school
- FAMILIES who can't afford over-the-counter medicine when their children get sick
- CHILDREN failing in school because their vision problems have never been diagnosed or corrected with glasses
- **UNDOCUMENTED FAMILIES** who have fled traumatic conditions in South America, Central America or Mexico and have no place else to turn for medical and mental health services
- HOMELESS FAMILIES with reduced access to healthcare
- TODDLERS AND PRESCHOOLERS with baby bottle tooth decay and older children with dental problems who have never seen a dentist

COACH FOR KIDS SERVICES

Case management Dental screenings and education Free medications from onboard dispensary Hearing, vision and dental screenings Immunizations Laboratory testing Nutrition assessments and education Parenting education and support groups Physical examinations Referrals to Cedars-Sinai or partnering community clinics TB screenings Treatment for minor illnesses Weight management

Back-to-school immunization

Crenshaw HealthFest, Baldwin Hills Crenshaw Plaza

First Ladies Health Initiative Health Screenings Day, Koreatown

LAPD National Night Out, South L.A.

Gour COACH for Kids team touches thousands of lives in positive ways each year as we work closely with our community partners to meet the basic health needs of underserved residents and provide education that empowers them to protect their health.

COACH Program Director Michele Rigsby Pauley, RN, MSN, NP

FOR MORE INFORMATION

Cedars-Sinai COACH for Kids call 310-423-4343 or visit cedars-sinai.edu/coach



For Aja Johnson, hands-on healthcare experiences as a high schooler planted the seeds for future passions. As part of the Cedars-Sinai Youth Employment and Development (YED) program, she and other Fairfax High School juniors and seniors learned about careers in the health professions through job-shadowing, mentoring and classroom instruction. Like many YED graduates, Johnson continues to pursue education in the field: In 2015, she earned a bachelor's degree in cellular and molecular biology from the University of California, Merced, where she also studied interdisciplinary public health. Now, she works for Cedars-Sinai Healthy Habits, a partnership between the health system and the Los Angeles Unified School District that combats childhood obesity. Here, the educator talks about her work teaching nutrition to second-, third- and fourth-graders, and her goals for a career in public health.

Aja Johnson

Cedars-Sinai YED alumna and Healthy Habits educator



How did being part of the YED program as a high school student influence your career path?

YED helped me find what I wanted to do as much as it helped me discover where I didn't fit. Going into the program, I initially was interested in a career in pharmacy. After shadowing pharmacists in the medical center, I realized I wanted a job with more patient contact and human interaction.

What are the challenges of health education for kids?

Healthy Habits is a fastpaced program, and some concepts are new to young children, so it can be a challenge to keep their attention. I interact with between 80 and 150 kids a day. With such a diverse group of students, you never know what's going to come up, so I try to be nimble and adaptable. One

aspect of my work that I like is evaluating behavior changes in students between second and fourth grades. I help analyze a database to see how kids have grown. It's more technical, and it's gratifying to see that the outreach we do is actually linked to some pretty cool results.

In what ways do you see kids changing their behaviors as a result of the Healthy Habits workshops? We see it in something as seemingly minor as a kid who is excited to show me

she brought grapes for a snack that day, or tell me that she asked her mom to buy strawberries instead of chips. It's also great to see teachers making changes: One teacher incorporated our recipes into her math lessons, and the class made healthy snacks while learning fractions. It helps to tie everything together and reinforce our work.

What inspires you and

influences your work?

"I love how, through public health, we can influence entire

groups of people to

habits to stay well."

change or adopt

Throughout elementary school, I knew what it felt like to be different from everybody else - I was the only non-Korean kid in a Korean dual-language program. Now, I try to make sure I build a safe, inclusive environment for every kid in a classroom. I make sure everyone has the space to share and be treated equally and fairly.

What would you say to someone who is thinking about joining YED?

I encourage anyone to join. Think about your YED work outside the frame of high school and see it as a chance to begin to establish a career. Try to make and build connections with your supervisor or other people in your department. Take it seriously and consider how it can help you plan ahead for the future, but also have fun.

Cut the Salt, Sprinkle in Some Virtual Reality

alt was once such a precious commodity that, in some parts of the world, it was known as "white gold." But today, this tasty mineral is so widely available and overconsumed that Cedars-Sinai acute care nurse practitioner Bernice Coleman, PhD, considered it the perfect focus for a community-based study aimed at fighting hypertension.

Because African-Americans are at greater risk for high blood pressure, Coleman – a scientist and acute care nurse practitioner in the Department of Nursing Research and the Geri and Richard Brawerman Nursing Institute - teamed up with the California Black Nurses Association to launch a feasibility study in the historically African-American neighborhood of West Adams in Los Angeles.

The Sodium Healthy Living Project took place over three months at Holman United Methodist Church, where Rev. Kelvin Sauls helped line up 60 participants. Coleman also collaborated with Brennan Spiegel, MD,



Through virtual reality goggles, study participants engaged in an immersive 3-D experience showing how salt can damage the heart, brain, kidneys and blood vessels

director of Health Services Research at Cedars-Sinai, to see if combining virtual reality and other technologies with education would bring about significant changes in the participants' health habits.

"High blood pressure is a silent killer, leading to kidney and heart problems, and people don't understand the role of salt or realize how much sodium is hidden in the food they buy," Coleman says. "We focused on teaching people about where salt is and how to avoid it.' After receiving Fitbits, digital blood pressure cuffs, the MyFitnessPal app and virtual reality goggles, study participants met weekly at the church for low-salt dinners, health education and data collection from their devices. Spiegel provided a program that walked participants into a virtual kitchen filled with foods found in a typical urban African-American diet. After learning about the sodium levels in these foods, participants traveled through an immersive 3-D experience showing how salt can damage the heart, brain, kidneys and blood vessels. They then returned to the kitchen, which had been restocked with healthier foods. "We worked with a dietitian to come up with culturally acceptable alternatives that are lower in salt," Brennan says. Coleman and Spiegel continue analyzing the data, but they believe the combination of education, cultural sensitivity, virtual reality and other devices could be an effective approach to help people manage blood pressure. "The study participants really took

this to heart," Coleman says, noting that



Congregants at Holman United Methodist Church tracked their nutrition, activity and blood pressure with Fitbits, digital blood pressure cuffs, the MyFitnessPal app and virtual reality goggles in a study led by acute care nurse practitioner Bernice Coleman, PhD.

one woman lost 10 pounds, while a number of others lowered their blood pressure. "They were empowered to be partners in their health. We may have a model that could be used in other churches and community settings."

Among the participants were Sandra and William Hardy, retirees in their 70s. Sandra said her husband's blood pressure dropped after they stopped buying high-salt foods and started logging steps.

"We are making better choices about what we eat," she says. "Now when we cook meat, we use no-salt seasoning with rosemary and thyme. We like it."

Even Holman United is making healthier decisions about food. For example, Sandra notes, the church started serving low-sodium bacon instead of sausage at Sunday-morning breakfasts.

Program Updates

No Language Barrier at Health Fair

Among the 11 Russianspeaking nurses from Cedars-Sinai at West Hollywood's 16th Annual Healthy Seniors Fair was Olena Svetlov, RN, who fled Ukraine during the Orange Revolution. She came to the U.S. as a refugee about 13 years ago because her role as an interpreter for top political leaders put her at risk. "This is a chance for me to give back," says Svetlov, a critical care nurse who worked at the health fair that drew nearly 500 people to Plummer Park Community Center. "If immigrants see I made it, they know they can make it, too." Cedars-Sinai's team of more than 20 nurses provided free screenings for diabetes, blood pressure and cholesterol as well as health education, counseling and referrals. "Our team does creative problemsolving in the moment for seniors who have high blood pressure and other health problems," says Cedars-Sinai Education Program Coordinator Gail Millan, MN.



Nurse Olena Svetlov put Russian immigrants at ease by speaking their language as she assisted them with health screenings at the West Hollywood Healthy Seniors Fair.

RN-BC. "Russian-speaking nurses like Olena are able to reassure immigrants and build trust quickly to help them get the treatment they need."

Reaching Out to Korean Immigrants

One elderly man who attended a recent Cedars-Sinai health screening event at the Koreatown Senior and Community Center reported, upon learning that his blood sugar level was high, that he puts seven packets of sugar in his coffee every morning. The nurse who was helping him — one of 18 Cedars-Sinai team members who spoke Korean — gently suggested that he cut back to one teaspoon and referred him to colleagues in the counseling area for additional information

on how to protect his health. The Cedars-Sinai team offered free blood pressure, glucose, cholesterol and dental screenings at the event, and partnered with other organizations to provide vision tests and mammograms. Helen Lee, community program coordinator for the Los Angeles Department of Aging, says many Korean immigrants don't seek preventive care because of the language barrier. "Events like this remind people they need to get checked before they get sick," she adds.

A team of Korean-speaking nurses at a health screening event in Koreatown helped bridge the language barrier that keeps immigrants from seeking healthcare.



Grants and Community Giving

Uninsured, underinsured and uninsurable patients face daunting barriers to accessing mental healthcare. Cedars-Sinai Community Mental Health grants provide financial support to local nonprofit organizations that strive to meet these needs.

"Hundreds of thousands of people in Los Angeles receive care at community health centers. In this time of healthcare uncertainty, the role of these community clinics has only grown in importance," says Jonathan Schreiber, director of Community Engagement at Cedars-Sinai.

Since the program's inception in 2012, Cedars-Sinai has awarded \$4.4 million in grants to community-based mental health providers. This year's recipients include:

The People Concern (formerly OPCC)

A large social services agency in West Los Angeles, this collective provides housing and healthcare for people who are chronically homeless and ill. The funding supports comprehensive mobile mental health services, including psychiatric care and medication management.

CLARE Foundation

This Santa Monica-based organization provides residential and outpatient services for substance-use disorders for uninsured and underinsured clients. Funds from this year's grant will benefit psychiatric care for clients and their families.

Children's Institute Inc.

This organization, which serves more than 28,000 vulnerable children each year, will use the grant to fund mental health services for parents of children who have experienced violence in their families or communities. Counseling will focus on addressing and preventing abuse, neglect, domestic violence and substance abuse.

Healthy Smiles

As dental-screenings coordinator for Cedars-Sinai COACH for Kids[®], Sergio Hernandez keeps the toothy grins of many of Los Angeles' neediest children gleaming by providing much-needed oral care. The registered dental hygienist goes to health fairs and elementary schools in areas such as Watts and Skid Row to provide free dental education and screenings. He also offers topical fluoride varnishes to prevent tooth decay, which causes pain, infections and other oral health problems and can interfere with daily activities such as eating, sleeping and learning. Hernandez, who also offers screenings for adults at health fairs, enjoys teaching children about brushing, flossing, good nutrition and what to expect at the dentist's office. "The kids light up," he says. "The more educated they are, the less fear they have."

A Safe Place to Cope With Trauma

An evaluation of the Cedars-Sinai Share and Care program demonstrates its success in overcoming disruptive classroom behavior, increasing academic self-esteem and reducing trauma-related symptoms. The program partners with 29 schools to help students cope with distress resulting from violence, abuse, divorce and loss of loved ones, among other issues. In half of the partnering schools, at least 80 percent of students are disadvantaged socioeconomically. In addition to giving children a safe place to express their feelings in small-group art therapy sessions, the program offers education to parents. "While we help students cope with trauma and improve social and academic skills, our evaluation shows that our parenting workshops make

a big difference too," says Suzanne Silverstein, MA, founding director of Cedars-Sinai's Psychological Trauma Center. "Parents report that they are better able to communicate with their children, understand their behavior and handle difficult situations."

Passion for Prevention

Zuri Murrell, MD, welcomed the opportunity to return to the Compton neighborhood where his dad grew up and where he used to spend summers with his grandmother. His mission: to educate vulnerable residents attending the 14th Annual Compton Homeless Veterans Stand Down, a weekend of services that included employment and housing assistance as well as hot meals and health screenings. Murrell, a colorectal cancer surgeon and medical director of the Colorectal Cancer Center at the Cedars-Sinai Samuel Oschin Comprehensive Cancer Institute. attended the September event hosted by Assemblymember Mike



After urging veterans to eat healthy and get screenings for colon cancer, Dr. Zuri Murrell spent some one-on-one time answering questions during a recent health event in Compton.

Embracing Our Community | PAGE 11



More than 50 local residents stepped up to donate when Cedars-Sinai's mobile blood collection team came to the Original Farmer's Market on World Blood Donor Day.

the cancer institute that provided free colorectal cancer screening kits. "People are dying of something that is almost completely preventable by improving our diet and getting screened," Murrell says. "I'm passionate about diet because this is something we can control. Eat less red meat and more fruits and vegetables. I know it's challenging, but even small changes can make a difference."

A. Gipson with a team from

Lifesaving Connection

When Melanie Maseredjian saw Cedars-Sinai's bloodmobile bus at the Original Farmer's Market on Third Street, she told herself, "Today's the day." She didn't know it was World Blood Donor Day when she spontaneously decided to give, but she had been meaning to do so for a long time. "I feel close to Cedars-Sinai — it's our family hospital – and I know it's important to donate blood because there's never an abundance," she says. Maseredjian was one of 56 people who stepped up to donate on a day when Cedars-Sinai's mobile blood collection team was celebrating the Community Mobile Blood Program's 10th anniversary. "Giving blood is one of the best humanitarian efforts one can rally behind," says Dave Keys, program coordinator for Community Mobile Blood Drives. "When you give blood, you have a direct connection to another human being, even though you'll probably never meet them. And you could be saving a life."

Community Events

Cedars-Sinai participates in nearly 100 community events across Los Angeles throughout the year, partnering with local organizations to offer free health services and information to those in greatest need. Here is a sampling:

Flu Shots and Screenings

WHAT: Cedars-Sinai nurses provide free flu shots as well as blood pressure screenings and education.

WHERE: 88th Street Temple Church of God in Christ and 2nd AME Church, South Los Angeles

WHEN: Annually, in November

WHO: Local seniors, many of whom have fixed incomes

NOTABLE: This event is part of a longstanding partnership with the church.

Jordan Downs Community Center Clinics

WHAT: Cedars-Sinai COACH for Kids® offers clinics to monitor weight, body mass index and blood pressure for participants — and to provide education on diabetes, heart disease and other topics.

WHERE: Watts, South Los Angeles

WHEN: Monthly, fourth Friday, 9 a.m.-noon

WHO: Residents of Jordan Downs and nearby neighborhoods, where COACH for Kids provides free health services for children and families on a regular basis

NOTABLE: Participants report that they are eating better, exercising more and losing weight.



West Hollywood Monthly Health Screenings

WHAT: Cedars-Sinai nurses provide free blood pressure and diabetes education, screenings and referrals.

WHERE: Plummer Park Community Center

WHEN: Third Tuesday of each month, September through June, 10-11:30 a.m.

WHO: West Hollywood seniors

NOTABLE: Russian interpreters are available.

Fit Heart Events

WHAT: Cedars-Sinai Healthy Habits organizes school-wide events that introduce children to activities to get their heart rates up.

WHERE: Several of the 16 Mid-Clty elementary schools where Healthy Habits workshops on nutrition and fitness are offered

WHEN: Annually, in February

WHO: Children in kindergarten through fifth grade

NOTABLE: Healthy Habits educators lead a variety of activities — including a parachute game and an obstacle course — to teach children that fitness can be fun.

Telemundo Health and Wellness Fair

WHAT: Hundreds of Cedars-Sinai healthcare professionals — many of whom speak Spanish provide health screenings, immunizations, flu shots and other services as well as health education, nutrition counseling and referrals.

TEAM MEMBERS: Physicians, nurses, dieticians, pharmacists, podiatrists and educators, among others

WHERE: Los Angeles Convention Center

WHEN: Annually, in March

WHO: About 20,000 underserved Latinos of all ages

NOTABLE: Many residents come to this event every year for basic services they don't have access to anywhere else — and some even bring test results from the previous year for comparison.



CEDARS-SINAL®

A passion for helping others is the foundation of everything we do at Cedars-Sinai. This legacy of serving the most vulnerable began more than a century ago and continues today — with greater impact than ever. Our efforts transcend the bedside and the exam room. We are an integral part of the Los Angeles community and strengthen that relationship by bringing life-changing care to underserved neighborhoods across the city. We partner with community clinics as well as other local organizations that have expertise and insight on how best to meet the needs of the people they serve. We also strengthen future communities through innovative research and education that inspires the next generation of healthcare professionals.

Contact Us

For more information, please contact:

Cindy Levey, MPH Associate Director Community Benefit Systems and Planning 310-423-2970 cindy.levey@cshs.org



As part of our mission to provide compassionate, quality healthcare, Cedars-Sinai offers financial assistance to eligible community members who cannot afford to pay for their care. To receive copies of our financial assistance application and financial assistance policy, visit cedars-sinai.edu/fap or call Patient Financial Services at 323-866-8600.