



Your **HEALTH** is our **FOUNDATION**

Dakota Medical Foundation Healthy Dose Newsletter September 2008



Survey Helps Form DMF's Strategic Platforms for Future

In January 2008, a new DMF Strategic Planning Committee was formed to ensure that the Foundation's strategic plan clearly advances the purpose of the organization. To assist the committee in its revision of DMF's strategic plan, a survey outlining various priority areas was completed by the DMF membership, nonprofit partners, health professionals and healthcare facilities. In total, 144 respondents completed the survey. The survey asked respondents to rank health priorities in two categories: general health and children's health. In the general health category, the priorities are rated highest to lowest accordingly:

Access to Healthcare Services	84.7%
Healthcare Workforce Shortage Issue (Nurses)	63.2%
Healthcare Workforce Shortage Issue (Physicians)	62.3%
Obesity	56.5%
Rural Healthcare	51.7%
Diabetes	49.9%
Healthcare Insurance Coverage	48.6%
Wellness and Prevention	47.3%
Disadvantaged/Low-Income	37.5%
Abuse (Physical/Mental/Sexual)	37.2%
Immunization	34.1%
Healthcare Workforce Shortage Issue (other professionals)	30.6%
Consumer Health Education	27.2%
Mental Health	23.6%
Cardiac (Heart)	21.1%
Hospitals and Clinics Capacity to Serve	20.1%
Emergency Medical	15.0%
Nutrition	15.0%
Prescription Drug Availability	13.6%
Prenatal Health	12.2%
Dental Health	10.2%
Substance Abuse	10.2%
Public Health	10.1%
School Nursing	10.0%
Automated External Defibrillators	10.0%
Cancer	10.0%
Alzheimer's	9.6%

The respondents ranked the children's health priorities in the following manner:

Access to Healthcare	84.8%
Obesity	73.0%
Nutrition	57.8%
Immunization	57.6%
Child Abuse/Sexual Assault	53.6%
Physical Activity and Fitness	44.5%
Mental Health/Behavioral Disorders	24.2%
Substance Abuse	22.7%
Emergency Medical Treatment	22.2%
Juvenile Diabetes	15.0%
Dental Health	13.4%

The DMF Strategic Planning Committee and staff greatly appreciate the feedback we received from everyone who completed the survey. The committee is currently revising the strategic plan so that it is generally consistent with the priorities identified in the survey. A preliminary draft of the updated strategic plan will be presented to the DMF Board at its fall 2008 meeting.

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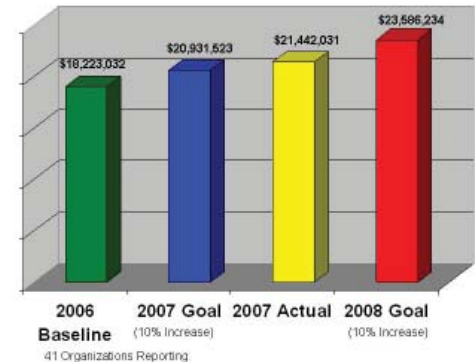
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The Impact Institute Helps Nonprofits Raise More Money to Do More Good



Impact Institute Fundraising Training Results

This month, the Impact Institute will hold its ninth fundraising training class for nonprofit organizations. Since 2005, thanks in large part to DMF support, the Impact Institute has provided capacity building training and technical assistance to over 90 nonprofits in North Dakota and northwestern Minnesota. More than two-thirds of the organizations served by the Institute have received fundraising training and technical assistance. The goal of Impact Institute fundraising training is to help nonprofits increase the funds they raise to support their missions by an average of 10% each year. In 2006, 41 nonprofits receiving Institute fundraising training raised \$18.2 million. These nonprofits far surpassed the 10% goal by raising \$20.9 million in 2007 – an increase of 17%!



DMF and Impact Collaborate to Help Trollwood Reach its Goals

Since 2005, Dakota Medical Foundation has made grants to 37 health-related nonprofits in the region to allow them to participate in fundraising training. Trollwood Performing Arts School (TPAS) is one of the organizations the Impact Institute has assisted with support from DMF. For years DMF has supported TPAS' Students At Risk (STAR) Program which is designed to give an extra boost to kids with extraordinary challenges in their lives. The STAR program targets students with learning disabilities, behavior difficulties or those who might not otherwise be able to participate in TPAS programs due to poverty, family situation or refugee status. Impact Institute training and technical assistance has helped TPAS improve its fundraising system to support the Star Program as well as its other initiatives.

TPAS' campaign, "Growing Trollwood, Bridging Community...and Connecting the World" kicked off in 2005 with a \$5.5 million bonding bill from the State of Minnesota. Since that time, the project has secured lead gifts from individuals and businesses from both sides of the Red River, and raised \$13.3 million toward the campaign total of \$18 million, which includes design, development, construction, and infrastructure of the new facilities and annual operations over the course of the project.

During 2008, Trollwood's FutureBuilders Board Members, participated in Impact Institute fundraising training and received the tools and training they needed to re-energize the campaign and stimulate growth during the campaign's remaining phases. Brad Schlossman, Trollwood's Capital Campaign Chairman recently said, "Impact Institute fundraising training has been a Godsend at this point in our campaign. We are so grateful to Impact Foundation and Dakota Medical Foundation for providing us with the type and caliber of training we are receiving to help us complete our campaign on time and achieve our fundraising goals."



Architect rendering of the new Trollwood campus in Moorhead.

Trollwood's campaign is not the only area where the Impact Institute fundraising trainings have assisted their development efforts. According to Vicki Chepulis, Trollwood's Executive Director, "During my 30 years at Trollwood, I have attended numerous trainings locally and throughout the region. I was delighted to find that the fundraising training we received through the Impact Institute was not only informative, but provided solid new solutions to broadening our donor base and growing our annual fund. The expertise of the Impact Institute fundraising trainers has given Trollwood's staff and volunteers the support we needed to strengthen and re-structure strategies we are currently using to achieve greater impact. Ultimately, these trainings have given us the tools and the confidence we need to sustain our organization so we can continue to serve the Fargo-Moorhead region far into the future."

Upcoming Conferences & Events

Volunteer Management and Leadership Conference October 8 - 10, 2008

DMF and the Impact Institute, in partnership with FirstLink, are sponsoring the Regional Conference on Volunteer Management and Leadership: Launching Volunteer Programs into the 21st Century. Steve McCurley, an internationally known trainer and speaker in the field of effective volunteer management, will be sharing his knowledge and experience along with many local professionals. The conference will also feature a full schedule of concurrent breakout sessions including: grant writing, marketing and media tips, service learning, working with youth volunteers, combating burnout, corporate volunteers, supervising volunteers, fundraising, planning special events, and more.

The conference will be held at the Ramada Plaza Suites in Fargo. To register or learn more about the conference, go to www.impactgiveback.org or contact Sara Lepp at FirstLink at 701-293-6462.



Perinatal Hospice Conference October 28, 2008

DMF is proud to sponsor the 2008 Perinatal Hospice Conference along with partners: FirstChoice Clinic, Hospice of the Red River Valley, Innovis Health, and MeritCare Health System. The conference will provide healthcare providers, counselors, social workers and others information on how to assist families experiencing infant loss. This year's keynote speaker is Byron Calhoun, MD, who serves as Professor and Vice-Chair in the Department of Obstetrics and Gynecology at the West Virginia University-Charleston and is involved in resident and medical student education. Dr. Calhoun has authored over 60 peer review articles in the obstetric and gynecologic literature, presented over 100 scientific papers, participated in over 40 research projects, and has published numerous articles on ethics in obstetrics and gynecology.

The conference, which has been approved for continuing education credits, will be held on Tuesday, October 28, 2008 from 8:00 a.m. –

1:15 p.m. at the Ramada Plaza Suites in Fargo. Registration is \$40 prior to October 10; \$50 after October 10. To learn more or register online, go to www.impactgiveback.org or contact Jennifer Thompson at 701-356-2655.



This conference is held in memory of Johanna Grace Nistler.



Students from Carl Ben Eielson Middle School fill the dome.

Fill The Dome November 24, 2008

The second annual Fill The Dome food drive is already underway. Last year, elementary to high school students from the metro area made history by creating the largest youth-led food drive in Fargo's history. The students filled the floor of the Fargodome with 80,498 pounds of food for local food pantries. This year the needs of the local food pantries are greater than ever. Due to increased need for food, Fill The Dome 2008 is aiming to raise 100,000 pounds of food to keep the local food pantries up and running.

If you would like to help our area youth reach their goal by creating a food drive at your work place or making a monetary donation to the Fill the Dome Fund at Impact Foundation, please contact Jennifer Thompson at 701-356-2655. 100% of contributions go directly to the Fill The Dome food drive.

Health Literacy Among North Dakota Adults

Dakota Medical Foundation has teamed up with North Dakota State University's Nursing Department to conduct a health literacy project in North Dakota. The goal of the project was to establish a baseline for health literacy of North Dakota adults age 18 and older. In Healthy People 2010, the U.S. Department of Health and Human Services defines health literacy as "The degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions." Primary consequences of low health literacy include poor health status, lack of knowledge about diseases, lack of use of preventive services, increased hospitalizations, increased healthcare costs, lower self-reported health status, and decreased understanding of health problems and treatment.

The DMF/NDSU research team partnered with Community Resource Coordinators (CRCs) in 11 North Dakota healthcare facilities to obtain data from their patients. The CRCs were initially established through the Dakota Communities Access Program, a \$2.6 million grant DMF received from the U.S. Department of Health and Human Services to connect individuals with available health coverage and free prescription medications. The health literacy project was also funded through the federal grant.

Over a period of three months, the CRCs collected data from 341 study participants using the Short Test of Functional Health Literacy in Adults (STOFHLA). The STOFHLA measures three levels of health literacy: adequate functional health literacy, marginal functional health literacy, and inadequate functional health literacy. In total, 18.43% of the study participants scored at either the marginal or inadequate functional health literacy level.

BREAKDOWN OF STUDY PARTICIPANTS' STOFHLA RESULTS BY LITERACY LEVEL

Literacy Level	Number	Percent
Adequate Functional Health Literacy	279	81.58
Marginal Functional Health Literacy	23	6.73
Inadequate Functional Health Literacy	40	11.7

The study also revealed the three variables of sex, age and education, significantly impacted test scores. Considering the three variables, study results indicated:

1. Average health literacy levels increased with each level of additional education.
2. STOFHLA scores began to decline at approximately age 44 and continued to decline with advanced age.
3. Men scored lower than women on the STOFHLA.
4. 10.63 percent of men as compared to 5.24 percent of women scored at the marginal functional level on the STOFHLA.
5. 23.4 percent of men and 7.25 percent of women scored at the inadequate functional level on the STOFHLA.

Based on the results of the health literacy project, the DMF/NDSU research team is currently developing interventions to enhance healthcare communication between patients and their providers to ultimately improve health outcomes.

