

*PARTNERS OF WHA is committed to advocating for the health of our communities and advancing the success of local health care volunteer organizations, through the coordination and provision of volunteer education, development resources, and leadership opportunities for health care volunteers and their organizations.*

### A Message From Partners of WHA President

## Drive to Success 2011



Mark Schaefer

Looking out the window at the snow-covered landscape, it is like an artist's white canvas, awaiting the colors of spring that will be applied in the coming months. A progression changes maybe a green blade of grass, crocus blooming or a returning robin landing in your yard. All of these things paint the picture of spring we all look forward to. We can also look upon that blank piece of paper or a new project for our volunteer organizations as that canvas. Not looking at the end "picture" but the process pieces that will lead us to the completion of a project. May all of us have many successes both in personal life and volunteer life in 2011.

Please see the dates noted for each district's spring meeting schedule in this edition of *Reaching Out*. You will notice we have one change from the dates published in the November edition. Due to conflicts with Election Day on April 5, the southern district will be hosting its meeting on April 4. The state leadership team and myself are looking forward to visiting you. We will present programs that will be made available to your Partners organization, and we will continue the popular breakout sessions where

each team produced many solutions. As mentioned before, you will be the "artists" of volunteer success.



Mark and Sheree Schaefer and Tom and Sue Lynch enjoy themselves at the Inauguration reception at the Monona Terrace, Madison, for Governor Scott Walker on January 3, 2011. This event was hosted by WHA.

### A Message From the President-Elect

## Happy New Year to All!

I am so delighted and thrilled to be elected president-elect at our convention in October.

Working with many of you for four years as public policy chair has given me the opportunity to travel to your districts and hear the successes and concerns we have as an organization. Now my role will be to include what I have heard and experienced in those years and help our new President Mark Schaefer make Partners an even better organization over the next two years by supporting his goals outlined for you last year.

I look forward to the spring district meetings and renewing friendships. And then there's the 2011 Convention in Eau Claire from October 4 – 6! Mark your calendars now!

Sue Lynch, President-Elect  
608-792-5131  
Email: kells52@aol.com



Sue Lynch

Thank you for staying informed regarding hospital advocacy and your contribution to a high turnout at the mid-term election in November. However, our advocacy does not end with voting; we must stay in touch with our new and present legislators to make sure they protect our hospitals care and service to local communities. I want to thank WHA President Steve Brenton and WHA

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***A Message from the President...  
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Vice President of External Relations and Member Advocacy, Jenny Boese for the invitation to the reception held during Governor Scott Walker's inaugural ball. Sue and Tom Lynch, along with Sheree and myself got to interact with the Governor, along with several Republican and Democrat legislators. We stated our over 12,000 volunteer Partners are passionate in their support of a strong hospital system in Wisconsin.

Thank you for your incredible support and friendship since I became Partners president. May you be blessed with good health during the upcoming year. God Bless!

*Mark D. Schaefer, President*  
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## **American Hospital Association Appointee Named**

The Board of Trustees of the American Hospital Association (AHA) recently appointed Ann Bergmann of Cumberland to serve as a member of the Committee on Volunteers. In this leadership role, Ann will participate in Washington, D.C. with the development of policies to represent, guide, and assist the nation's hospitals. The committee is also involved in public policy development and grassroots advocacy.



*Ann Bergmann*

The Committee on Volunteers (COV), comprised of 15 members from throughout the United States, is the recognized body of AHA that is concerned with the role and responsibilities of organized volunteers and auxiliaries.

Ann is currently the Partners of Wisconsin Hospital Association immediate past president now serving the organization as Web site coordinator/Resource Center director. She also is a member of Cumberland Memorial Hospital-ECU Volunteer Partners and Partners of Spooner Health System.

## **New Partners Web Site Launched**

Monday, January 3, 2011, the new Partners of WHA Web site was online. As approved by the Partners Board of Directors at their fall board meeting, the new site has been designed and will be maintained by Partners of WHA. Prior to January, the Web site has been accessed through the WHA Web site and maintained by WHA staff.

The web address for the Partners organization is [www.partnersofwha.com](http://www.partnersofwha.com) or [www.partnersofwha.org](http://www.partnersofwha.org). Please take the time to become familiar with the information available online. You'll note that new information is available, such as the events calendar, industry links, the new leadership handbook, and more. The Web site will continuously be updated as information is received. If provided by email, local and district newsletters will be posted also. Photos of district meetings, installations, special events along with the pertinent information should all be submitted. A photo gallery and "Special Events Around the State" page can be added as soon as information is submitted.

For questions or to submit information contact Ann Bergmann, Web site coordinator, phone: 715-822-3290 or e-mail: [abergmann@centurytel.net](mailto:abergmann@centurytel.net)

This is a communication tool for our members and the world! Thanks for your help.

## **Mercy Medical Center Makes Changes to Auxiliary**

October 4, 2010 marked another milestone in the evolution of the Volunteer Program at Mercy Medical Center in Oshkosh, Wisconsin.

Inspired by a workshop at the 2009 Partners of WHA Convention, the auxiliary leadership recommended a strategic planning process. The sessions included hospital staff and auxiliary and non-auxiliary volunteers, male and female. This group recommended an evolution of the auxiliary structure to include all volunteers. A Volunteer Advisory Board, consisting of previous auxiliary leadership and other volunteers, will guide and grow the volunteer program, while continuing and expanding the work of the auxiliary.

As part of this evolution, dues will no longer be required to belong to the volunteer organization at Mercy. The hospital will pay for each adult volunteer to be a member of Partners of WHA. The name of the organization has changed to Mercy Medical Center Volunteers. All volunteers are welcome to participate in the new Volunteer Advisory Board and the work to support the health of the Oshkosh area.

*Peg Larson, 920-231-3005; Email: [pegvoluntr@aol.com](mailto:pegvoluntr@aol.com)*

## WHA President's Report

### Mark Your Calendars: WHA Advocacy Day on April 27

Join your fellow volunteers from across the state in Madison on April 27 at the Wisconsin Hospital Association's premier grassroots event, 2011 Advocacy Day. Hear from nationally recognized speakers and elected officials; then take what you've learned and head to the Capitol to meet personally with your legislators on issues of importance to your hospital and community.

"I encourage every hospital volunteer to attend this important day in Madison," said Steve Brenton, President, Wisconsin Hospital Association. "When 700 hospital employees and volunteers travel to Madison to talk with their legislators it makes a very powerful statement."



WHA President with one of last year's presenters, Scott Walker, who would go on to be elected Governor in November.

2011 Advocacy Day will take place at Madison's beautiful Monona Terrace Convention Center. The State Capitol is only a short two blocks away and transportation from the Monona Terrace to the Capitol for your legislative visits will be available.

"In 2010, the Aspirus Volunteers took our first full bus (55 volunteers) to Advocacy Day," said Yolanda Voigt, director of volunteers for Wausau Aspirus Hospital. "We heard 'an insider's view' of Washington, listened to gubernatorial candidates, and heard from Governor Jim Doyle - all in the company of other hospital volunteers."

"Our volunteers were so impressed, we have another bus planned for this year - maybe even two buses! Thanks to WHA and their staff who planned such a fun, informative day," said Voigt.

Make sure to mark your calendars today for Advocacy Day on April 27. Watch for registration details in the coming months!

Steve Brenton, President, Wisconsin Hospital Association



Left: St. Nicholas Hospital attendees visit with Sen. Joe Leibham (in yellow tie) at last year's Advocacy Day. Right: Richland Center CEO and volunteers at Advocacy Day 2010.



## Being An Effective Grassroots Advocate

### Top 10 Tips from WHA HEAT Grassroots Director Jenny Boese

You may be surprised to hear that the vast majority of Americans never contact their legislators on issues. You can become someone who is speaking up on issues of importance to your community hospital by first, joining the Wisconsin Hospital Association's free grassroots advocacy program, HEAT (Hospitals Education & Advocacy Team), and second, keeping these "Top 10" tips in mind when contacting elected officials:

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1. **The district matters** – Legislators want to hear from their constituents only. Constituents are the ones who vote for them and legislators need to be responsive above all others to them.
2. **Being a resource matters** – When hearing from constituents on issues, legislators want to know the following things: How does the issue impact my district; How does the issue impact my constituent personally?
3. **Real life examples matter** – If legislation directly impacts your hospital, your family, your community or you, then tell your legislators how. These real-life examples help your legislator to understand the direct impact issues have on their constituents and community.
4. **Personalizing your message matters** – When writing or emailing legislators, make sure to personalize your communication. Form letters or postcards are ineffective. Your legislator wants to know you cared enough about an issue to make your communication thoughtful and personalized.
5. **Manners matter** – Whenever you're writing, talking, or meeting with your legislators, please don't threaten them or be discourteous. We are all passionate about our issues but you will not help your cause by being aggressive in your communications and interactions with legislators.
6. **The opposition matters** – Remember, there are always at least two sides to an issue and your legislator will likely hear all of them. Offering your legislator information, insight, facts, and examples of how the legislation will affect you helps your cause in the long run.
7. **Credibility matters** – Legislators will remember (in a negative way) those individuals who fabricate or are unable to substantiate their position. Don't be that individual. Legislators rely on individuals they respect and find credible.
8. **Relationships matter** – Developing relationships with your legislators is important. You can do so by writing thoughtful letters and emails, attending listening sessions, attending WHA's Advocacy Day, and more. Though it takes time, building relationships is vitally important.
9. **Being patient matters** – Affecting policy change can take time. In fact, compromise is the essence of our democratic process, so stick with it.
10. **Your voice matters** – As I always say, if you're not the one shaping the future for your hospital, your patients, and your community... someone else is. Your voice matters, so make sure you speak up! Join WHA's free Hospitals Education & Advocacy Team (HEAT) today and speak up on behalf of your hospital and community. Log onto [www.wha.org/speakUp/heat.aspx](http://www.wha.org/speakUp/heat.aspx).

Jenny Boese, Vice President, External Relations & Member Advocacy,  
Wisconsin Hospital Association  
Email: [jboese@wha.org](mailto:jboese@wha.org) or 608-268-1816

## Community Health Education Report

A Happy New Year to you!

Who am I? My name is Bonnie Rose Olson. I was Community Health Education Chair in 2006 and 2007. You may know me as the lady



Bonnie Olson

who wears hats. I have worked in the health field my entire career. Partners is a great organization with so many gifted wonderful volunteers and I thank Mark for offering me the CHE position.

This year, Partners' community health education focus will be on diabetes. What is diabetes? What causes diabetes? My hope is that you will understand diabetes, especially type 2. About 90 percent of all people with diabetes in the United States will have type 2 diabetes. That means that 24 million Americans have diabetes and one-quarter of them do not know they have it according to the Centers for Disease Control and Prevention (CDC). The chilling numbers on diabetes reported by the CDC is that 1 in 3 Americans could have diabetes by the year 2050.

Managing diabetes will always mean working closely with your physician and/or a diabetes educator. However, diabetes demands that you take charge of your own care.

My challenge to each Partners organization is to have a diabetes educator speak at a meeting. Even if you don't have diabetes, there is someone you know or love that has the disease. A little know-how goes a long way, and even small lifestyle changes can make a big difference.

If you have any questions or would like to converse, do not hesitate to contact me.

Bonnie Rose Olson, CHE Chair  
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Eau Claire, WI 54701  
715-834-1320 (home), 715-379-6797 (cell)

# Public Policy Education Report



*Diane Westbrook*

I am honored to have been appointed to the position of public policy education chair for Partners of WHA, Inc. by President Mark Schaefer. I look forward to this challenge and to meeting you during the Spring Tour!

On November 2, 2010, Wisconsin became one of the only states in the nation to see a complete reversal of the legislative majorities, as Republicans wrested control of both the State Assembly and the State Senate from the Democrats. A full 29% of the Legislature is new.

The Republicans will control the Wisconsin State Senate by a 19-14 majority and the Republicans took control of the Wisconsin State Assembly 60 - 38 - 1.

In the U. S. Senate, incumbent Russ Feingold lost his re-election bid to Republican Ron Johnson.

In the U.S. House, incumbent Steve Kagen lost his re-election bid to Republican Reed Ribble. Republican Sean Duffy defeated Julie Lassa for the open Obey seat.

These newly-elected Legislators mean new Grassroots opportunities for you! These freshman legislators need to know their respective hospitals and how they serve their communities. Invite them to tour your hospital, spend a day with your Partners group or a day shadowing your hospital CEO (WHA instituted a grassroots initiative called "Shadow Days" in 2009).

## Legislative Issues on the Horizon

There are two priority issues WHA will be advocating on:

1. Federal Health Reform Implementation - Republicans coming into office at the state and national level have indicated either a desire to slow down or outright repeal federal health reform. At the state level, Governor Scott Walker indicates one of his first actions will be to authorize Attorney General J.B. Van Hollen to sign onto the federal health reform lawsuit currently pending. WHA is and will continue to be engaged on major reform provisions such as the state's creation of a health insurance exchange.
2. Biennial Budget/Medicaid - Gov. Walker and the Republicans are preparing for the daunting challenge of addressing the state's nearly \$3 billion budget deficit. The budget for the next two years will be introduced by Gov. Walker in February.

A component of this fiscal challenge will be Wisconsin's Medicaid budget. Many states throughout the nation are struggling with growing Medicaid populations and costs; however, Wisconsin stands out—in 2009 enrollment grew by an additional 21.5 percent, the second highest in the country and nearly triple the national average of that year.

WHA is actively engaged with the new Republican leadership to help guide those discussions as they pertain to priority hospital issues.

## Grassroots Advocacy

Be the most effective grassroots advocate by becoming a HEAT member! The vast majority of Americans never contact their legislators on issues. As HEAT members, you will be someone who is involved in the legislative process. The challenge I issue to you is to have each member of your volunteer group become a HEAT member!

Last year the Wisconsin Hospital Association's grassroots network, Hospitals Education & Advocacy Team (HEAT) helped garner millions in Medicaid dollars for Wisconsin Hospitals!

As the statewide public policy education chair for Partners of WHA, I am asking you to join with me in advocating on behalf of our hospitals through the HEAT program. It is easy to join! Log onto: [www.wha.org/speakup/heatsignup.aspx](http://www.wha.org/speakup/heatsignup.aspx) or contact WHA's Jenny Boese at 608-268-1816 or [jboese@wha.org](mailto:jboese@wha.org).

## 2011 Advocacy Day

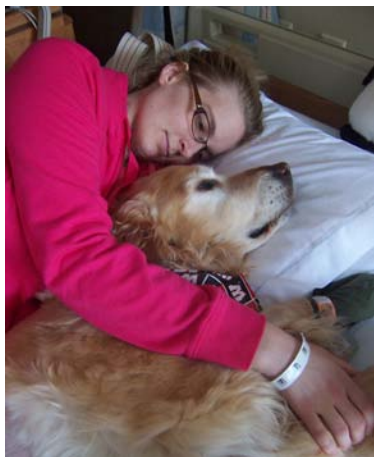
Mark your calendars for WHA's Annual Advocacy Day event on April 27, 2011 in Madison. This exciting day is packed full of national speakers, legislators, and information. Attendees will have the opportunity to go to the Capitol to meet personally with their legislators and/or the legislative staff. Transportation will be provided to the Capitol. I cannot stress enough the importance of volunteers attending Advocacy Day! There is no charge for the day and a wonderful lunch is served, as well. Watch for further details in the months to come. **Remember to wear red, white and blue!!** See you there!

*Diane Westbrook, PPE Chair, W10399 880th Avenue, River Falls, WI 54022*  
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## 2011 Spring Tour

Southern District	April 4
Southeast District	April 6
Lake Winnebago District	April 7
Lake Michigan District	April 19
Nothcentral District	April 20
Western District	April 21
West Central	May 4
Northwestern	May 5

## Pet Therapy Program Grieves Their First Dog



In 2004, St. Mary's Hospital Auxiliary, Madison, started their Pet Therapy Program. It began with their start dog, a golden retriever, Erik. He died in November 2009.

In 2006, the therapy program won the Partners WAVE Award. Erik stole the show at the 2006 WHA Convention at Lake Geneva.

In 2009, a young patient at St. Mary's Hospital was seriously ill and her only request was to have Erik lie by her side, which he did for about 30 minutes. This was his last therapy visit to the hospital, two days before he died.

Now a painting was made from a photo of the patient, and Erik is on display in a main

hallway of the hospital. St. Mary's now has 25 teams giving therapy visits to its many patients.

## Resource Center News

Partners of WHA Resource Center information can be found on the new Partners of WHA Web site. Ann Bergmann is now the Resource Center contact person. Short articles about outstanding local and district educational programs for their members, local and district community health education programming, PPE activities, and successful fundraising events are needed. Don't keep your successes to yourself!

For Resource Center questions or to submit articles please contact Ann Bergmann, Resource Center Director, phone: 715-822-3290 or email: [abergmann@centurytel.net](mailto:abergmann@centurytel.net); mailing address: 970 20-3/4 Ave. Cumberland, WI 54829.

## Around the State

### Aurora Memorial Hospital Volunteers, Burlington:

A dedication of a stained glass window was created by Andy Corrao, volunteer, for the ICU waiting room in December 2010. Volunteers have many talents!

### St. Mary's Hospital Auxiliary, Madison:

The auxiliary has pledged four life saving "Giraffe" state of the art incubators for the NICU department. These multifunctional incubators will be placed in the newly expanded NICU to open soon. These machines are \$40,000 each and the department needs 12 "Giraffe" incubators.

### Partners St. Joseph's Hospital, Chippewa Falls:

"Wonderland on the River" was held in November at Wissota Golf on Lake Wissota where 24 tables were set with a different theme. Guests toured the tables and then enjoyed a lunch and style show. Over \$4,000 was collected and will go toward the hospital's new ER expansion.

### Partners of Prairie du Chien Memorial Hospital, Prairie du Chien:

Creating a Christmas stocking contest took place this past season with this Partners group. Patterns for the size and shape of the stockings were available, which were decorated to your choice. They were on display for about two weeks and voters could cast their vote for \$.50 each. First, second, and third places all received gift cards to "The Pickett Fence" gift shop. All stockings were filled with the proceeds and given to Partners and Hospice to give out as needed.

## Reaching Out Deadlines

<u>Issue</u>	<u>Deadline</u>
May 2011	Fri., April 15, 2011
August 2011	Fri., July 15, 2011
November 2011	Sat., October 15, 2011
February 2012	Sun., January 15, 2012
May 2012	Sun., April 15, 2012
August 2012	Sun., July 15, 2012
November 2012	Mon., October 15, 2012

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