

# The HEALTH Trust

Spring 2008

Let's make Silicon Valley the healthiest region in America!

## The Health Trust announces \$30 million investment toward making Silicon Valley the healthiest region in America

### Healthy Living • Healthy Aging • Healthy Communities

The Health Trust has announced an unprecedented \$30 million investment in three strategic initiatives that will help Silicon Valley become the healthiest region in America.

By 2010, the goal is to make significant strides in achieving the goals of Healthy Living, Healthy Aging, and Healthy Communities for everyone in the region. [See inside articles for more details on the initiatives.]

"Silicon Valley is dynamic and successful, but we are not immune to health challenges," said **Frederick J. Ferrer, Chief Executive Officer of The Health Trust**. "We are experiencing the national epidemic of obesity that increases the risks of many deadly chronic diseases. We are facing a population explosion of seniors in our county and our health and social service system is ill-prepared. And, we struggle to overcome the barriers to health that exist for far too many people in our community. There is much work to be done."

Over the last two years, The Health Trust Board of Trustees, staff, and other community leaders identified the most critical health issues of the region and developed detailed strategies for effective change. The decisions were based in solid research to determine where the largest areas of need were, and where leadership and investments by The Health Trust could make the biggest contribution to health.

"The Health Trust commitment is a terrific opportunity for Silicon Valley," said **Dave Henderson, President of the Samaritan Medical Center**. "It offers the potential for the community to galvanize itself around the issue of a healthy community, and in tangible ways, to address critical health issues that haven't received a lot of attention."

Whether the objective is reducing and preventing obesity, increasing the well being and independence for older adults, or reducing health disparities, The Health Trust's strategies

concentrate on changing the community environment so that health and wellness is more achievable by every resident.

"I applaud The Health Trust's commitment to make access to health services and healthy environments available to all residents," said **Santa Clara County Supervisor Ken Yeager**, who is a strong advocate of improving trails and parks to increase access to safe places for outdoor exercise. "Together, The Health Trust and Santa Clara County can make ours the healthiest region in the United States as we partner to tackle health concerns ranging from healthy aging to obesity prevention."

"The Health Trust has made a significant commitment to helping make Silicon Valley a healthier place for all of our residents to live, work, and raise families. Its investment in Healthy Living, Healthy Aging, and Healthy Communities will benefit residents throughout San Jose and the region," said **San Jose Mayor Chuck Reed**.



*Frederick J. Ferrer, CEO of The Health Trust, describes the vision of Silicon Valley as the healthiest region in America*

*"The valley is renowned for its creativity, intelligence and entrepreneurial spirit. We should be smart enough to realize that creating a healthier living environment will enhance that image and extend the lives of those with the good fortune to live here."*

# HEALTHY COMMUNITIES INITIATIVE

## Working towards equality in health



*A diverse community needs a diverse health care workforce that is reflective and understanding of the people served*

For many reasons – most of them beyond the control of the individuals – Latinos, Asians and African Americans have higher health risks in some areas. The Health Trust believes every person deserves the opportunity to enjoy health and wellness, and the Healthy Communities Initiative is focused on making sure there are fair and equitable health services and access to healthy environments for all of our region's residents.

To reduce health disparities in Silicon Valley, The Health Trust will work to achieve:

- **Better health services for racial/ethnic populations, leading to**

**a reduction of preventable chronic diseases such as diabetes, cardiovascular disease, cancer and HIV/AIDS**

The Health Trust will partner with other community health organizations to provide expanded access for racial and ethnic populations to prevention, screening, and management of chronic diseases. The Health Trust will continue its commitment to providing housing, nutrition, transportation and case management services to individuals and families living with HIV/AIDS.

- **Increased diversity of healthcare professionals**

Having a health care and health promotion work force reflective of the diversity of the community is critically important to the overall health of Silicon Valley. Research has shown that a lack of diversity among health professionals can be a contributing factor to poor health outcomes. The Health Trust will encourage more young people of color to explore careers in health fields,

and support improved life science curriculums in high school and mentoring programs.

- **More children and adults enrolled in healthcare insurance coverage**

The Health Trust will strengthen its investment (already nearly \$1 million per year) in linking local residents to healthcare coverage and services, and advocate for universal coverage.

- **Every child having access to dental care**

The Health Trust will open in June an innovative Children's Dental Center to serve thousands of children a year [see article on page 12]

For more information on the Healthy Communities Initiative, visit [www.healthtrust.org/initiatives/communities/index\\_com.php](http://www.healthtrust.org/initiatives/communities/index_com.php).



*Outreach by bilingual insurance enrollment specialists at The Health Trust helps uninsured families complete applications for services available to them*

## Helping others reach into diverse communities

In the past few months, The Health Trust has announced more than \$150,000 in grants to local organizations to support health-related programs and services for our diverse community.

- The Healthy Families project links the



culturally diverse homeless families living at the San Jose Family Shelter to health resources in the community. The goal is to increase the use of preventive health services and reduce the reliance on hospital emergency rooms.

- Latina Cancer Kiosks are health education tools used by Community Health Partnerships to educate low income women about cervical cancer. The kiosks are displayed at selected clinics throughout Santa Clara County. Another grant was made to Latinas Contra Cancer for education, training, and culturally sensitive cancer services to the underserved Latino community.
- Asian Immigrant Women Advocates' civic engagement project will provide computer/workplace literacy, health

education, and leadership training to low-income Vietnamese, Korean, and Spanish-speaking immigrant women to help them become effective advocates for health care access in their communities.

- A grant to the Santa Clara Valley Health & Hospital System Department of Public Health will fund nutrition and healthy lifestyle classes to African American women to help them overcome barriers to wellness, beginning with post-natal fitness. Weekly classes will include information on improving overall family wellness such as how to eat healthy on a budget.

For more information on The Health Trust Grants Program, visit [www.healthtrust.org/grants/index\\_g.php](http://www.healthtrust.org/grants/index_g.php).

## "Unnatural Causes" documentary series debuts in March

A four-part documentary series that challenges fundamental beliefs about what makes Americans healthy will be shown on PBS television starting March 27.

"Unnatural Causes: Is Inequality Making Us Sick?" explores evidence that the most powerful determinants of health are socioeconomic factors such as income level, race and zip code. Each episode explores the evidence showing how work, wealth, neighborhood conditions and lack of access to resources are contributing to chronic diseases such as heart disease, stroke, diabetes, asthma, and cancer.

The Health Trust is one of more than 100 outreach partners throughout the U.S. that will sponsor events during 2008 to foster public discussion about public policy implications of the research showcased in the series. A community-wide kick-off event on April 11 hosted by The Health Trust and the Santa Clara County Public Health Department will be followed with neighborhood briefings organized by community organizations and funded by mini-grants from The Health Trust. Details of all events will be posted on The Health Trust website at [www.healthtrust.org](http://www.healthtrust.org). More information about "Unnatural Causes" can be found at [www.unnaturalcauses.org](http://www.unnaturalcauses.org).



*"A healthy community is more than just a happy group of people jogging around the neighborhood or crowded gyms. A healthy community includes the mental as well as social aspects, such as friendly neighbors, safe schools, thriving businesses, and plenty of volunteerism."*

Kenny Wong, 7th grade, Miller Middle School  
2nd place, Gr. 6-8, The Health Trust Essay Contest

## Celebrating 20 years of service to HIV/AIDS community

### Individuals with HIV/AIDS living longer but need more caring and compassionate support than ever



*State Assemblymembers Ira Ruskin, left, and Jim Beall, center, present a Commendation from the California State Legislature to Fred Ferrer and Marianne Gallagher, program coordinator of the Neil A. Christie Living Center.*

The Health Trust AIDS Services had two reasons to celebrate World AIDS Day in December – its 20th anniversary as the largest private provider of service in Santa Clara County to people with HIV/AIDS and, more importantly, the strides made in improving the quality of life of those living with the disease.

There are close to 3,000 individuals in Silicon Valley who are HIV positive or living with AIDS. New drugs and more understanding about how to maintain wellness despite the chronic disease are keeping patients alive and healthier longer.

Many of the 700+ clients of The Health Trust AIDS Services have multiple health issues, low incomes, and family problems that complicate their ability to live with HIV/AIDS. Funded entirely by grants and donations, The Health Trust program provides a full range of services including nursing and social work case management, housing and home health assistance, food, transportation, and emergency financial help. The Neil A. Christie Living Center offers a drop-in home away from home where individuals with HIV/AIDS can find social activities and emotional support.



*Fred Ferrer, right, accepts a Commendation from the Santa Clara County Board of Supervisors presented by Supervisor Ken Yeager, Dr. Marty Fensterseib, County Health Officer, and Supervisor Liz Kniss.*

"AIDS Services is a fine example of The Health Trust's commitment to the health and wellness of individuals in our community who are in need," said **Santa Clara County Supervisor Liz Kniss**, a former public health nurse who has championed health programs as an elected official. "Improving the quality of life of all of our residents is a high priority of both the County and The Health Trust as we work together to reduce health disparities."

To learn more about AIDS Services, visit [www.healthtrust.org/services/aservices.php](http://www.healthtrust.org/services/aservices.php).

# HEALTHY AGING INITIATIVE

## Working towards vitality for all as we age

As the biggest population bulge in U.S. history, the Baby Boomers, move into senior status, the region must be prepared for the changes that will occur when the number of people over age 65 doubles, as is predicted by 2020. Since 88% of those in that age category have one or more chronic health conditions, that means a big impact on the health care system, the need for caregivers, and the desirability of older adults living independently for as long as possible.

To prepare for this “silver tsunami,” The Health Trust will work to achieve:

- **More physical activity and better nutrition among older adults**  
The Health Trust will lead an effort to integrate more physical activity opportunities into existing programs and services for older adults, including something for every level of fitness
- **Better prepared caregivers**  
The Health Trust will fund and offer programs that increase the capacity of caregivers, both professional and volunteer, with training, support and respite



*Most older adults receive long-term care at home and rely on family and friends for assistance. Caregivers need training and support so that they can remain healthy themselves.*

- **More seniors living independent, healthy lives**  
In addition to continuing to operate and expand Meals On Wheels, The Health Trust will develop a new approach to hospital-to-home discharge for a better transition for patients and their caregivers
- **Increased social connections for seniors**  
Within the next two years, The Health Trust will develop an innovative intergenerational café where older adults can socialize and enjoy a nutritious meal with their neighbors as well as participate in on-site activities and services.
- **Healthy aging as a regional priority**  
The Health Trust will continue to support the work of the county-wide Aging Services Collaborative in addressing critical service needs and policies that promote the health and well-being of seniors and implementing community-wide campaigns that focus on older adults.

For more information on the Healthy Aging Initiative, visit [www.healthtrust.org/initiatives/aging/index\\_aging.php](http://www.healthtrust.org/initiatives/aging/index_aging.php).

## Senior Olympics at Stanford in 2009

The 2009 Summer National Senior Games – The Senior Olympics for athletes age 50 and up – will be held at Stanford University August 1-15, 2009. Competitive events include: archery, badminton, basketball, bowling, cycling, golf, horseshoes, race walk, racquetball, road race, shuffleboard, softball, swimming, table tennis, tennis, track and field, triathlon and volleyball. The Senior Games inspire people of all ages to a more active, healthy and fulfilling life. For more information, visit [www.2009seniorgames.org](http://www.2009seniorgames.org).

*“You must first take care of yourself – by making sure you are safe, are consuming healthy food, and are getting a good amount of daily exercise – before you proceed onto helping others. All of these things are possible to achieve, and something even nicer is that you may do these activities with your friends and family.”*

Lauren Woo, 8th grade, Castilleja School  
1st place, Gr. 6-8, The Health Trust Essay Contest



*Social interaction promotes physical, emotional and cognitive health in people of all ages, but is especially important for older adults who are at risk of isolation, loneliness and depression as their ties to the workforce and community are reduced.*

## Income needed for basic living of seniors is startlingly high

A new Elder Economic Security Standard Index released at the end of February shows that the basic cost of living in Santa Clara County for seniors (age 65+) is far higher than the federal poverty line used to determine income eligibility for most public programs.

The Elder Index, partially funded by The Health Trust, was calculated by the UCLA Center for Health Policy Research and provides a more accurate assessment of the living expenses of older adults in California than national averages.

For example, the average Social Security payment for a senior is \$13,464 annually, but it will cost that individual \$25,391 to live in Silicon Valley if renting a one-bedroom unit. If the elder relies on an SSI payment for low-income seniors with no assets, annual income would only be \$10,272, leaving a gap of more than \$15,000. Basic monthly expenses used in the Elder Index include housing, food, transportation, 20% for miscellaneous and a modest amount for health care. If the senior is not in good health, the financial gap between income and expenses is even wider.

More detailed information about the Elder Index is available at [www.healthpolicy.ucla.edu/elder\\_index08feb.html](http://www.healthpolicy.ucla.edu/elder_index08feb.html).

## Tips on how to stay physically active at 50+

Physical activity is important at all ages – and the need to keep moving does not diminish as we get older. It is more important than ever to stretch and strengthen your muscles, enhance your balance, and increase your endurance.

- Ask your doctor or nurse if you can start an exercise program
- Start slowly and increase gradually. Activity that is too strenuous could do more harm than good.
- Set a goal of 30 minutes a day of physical activity. That could be walking, gardening, dancing, swimming, biking, or any activity that you enjoy.

Source: Agency for Healthcare Research and Quality



*Physical activity can help prevent heart disease, high blood pressure, Type 2 diabetes, obesity, osteoporosis, and mental health problems such as depression, but 84% of adults exercise less than two hours a week*

## Aging Services Collaborative moves ahead

As one part of its efforts to promote and foster healthy aging in Silicon Valley, The Health Trust convenes and supports the Aging Services Collaborative, a partnership of more than 50 organizations, community representatives and public officials dedicated to expanding and improving services for seniors.



*Members of the Aging Services Collaborative worked together to rate the quality and accessibility of services currently available to seniors in Santa Clara County.*

“The Aging Services Collaborative represents some of the best and brightest in the public and private sectors who care deeply about the welfare of older adults in our community,” said **Marilou Cristina, Director, Older Adult Services Division, Catholic Charities of Santa Clara County**. “It has tremendous potential for revolutionizing the aging services sector to meet the needs of the rapidly growing older adult population and those who care for them. The Health Trust’s leadership and technical support to this effort has been a critical success factor, providing added momentum, visibility and structure.”

The Collaborative has identified three potential projects: 1) a marketing campaign to increase awareness of aging issues; 2) a program to address the need for affordable senior transportation; and 3) outreach and information to caregivers to provide them with resources and support. Planning is underway for additional projects in the areas of health and wellness, housing, and senior centers. The next step will be to identify organizations and resources that can come together to implement these projects. For additional information, contact Teddy Daligga at [teddyd@healthtrust.org](mailto:teddyd@healthtrust.org).

## Grants support programs aimed at seniors

Three recent grants from The Health Trust are supporting community programs that help seniors live independent, healthy lives.

A \$25,000 grant to the Santa Clara Valley Blind Center is helping to fund adaptive skills training to predominantly poor seniors who are losing or have lost their vision. The goal is to reduce institutionalization and increase independence of these individuals.

Strokes and diabetes are not limited to older adults, but the risks of these health issues do increase with age. The Health Trust is financially contributing to both the Peninsula Stroke Association’s Inter-Generational Stroke Education Program and to the annual Taking Control Of Your Diabetes Conference.

For more information on The Health Trust Grants Program, visit [www.healthtrust.org/grants/index\\_g.php](http://www.healthtrust.org/grants/index_g.php).

## BODY WORLDS exhibit ends, but impact on health continues

More than 275,000 people visited *BODYWORLDS 2 & The Three Pound Gem* at The Tech Museum during its four-month run, and thanks to The Health Trust, presenting sponsor of the exhibit, one out of four walked away with more specific information on their own personal health as well as a better understanding of human anatomy.

Interactive health displays from The Health Trust offered exhibit visitors a chance to check their weight, Body Mass Index (BMI), and blood pressure. More than 70,000 took advantage of the free screenings, and what some learned was not good news. About 17% had a blood pressure reading above 140/90, which is considered hypertensive, and 22% had a BMI classifying them as obese.

More than 20,000 participated in a survey from The Health Trust as they left the exhibit area, and most were clearly inspired to do a better job in taking care of themselves. More than 85% pledged to develop healthy habits, including improving their diet and increasing their exercise, which would have long-term positive impact on the health of the individuals and this community.

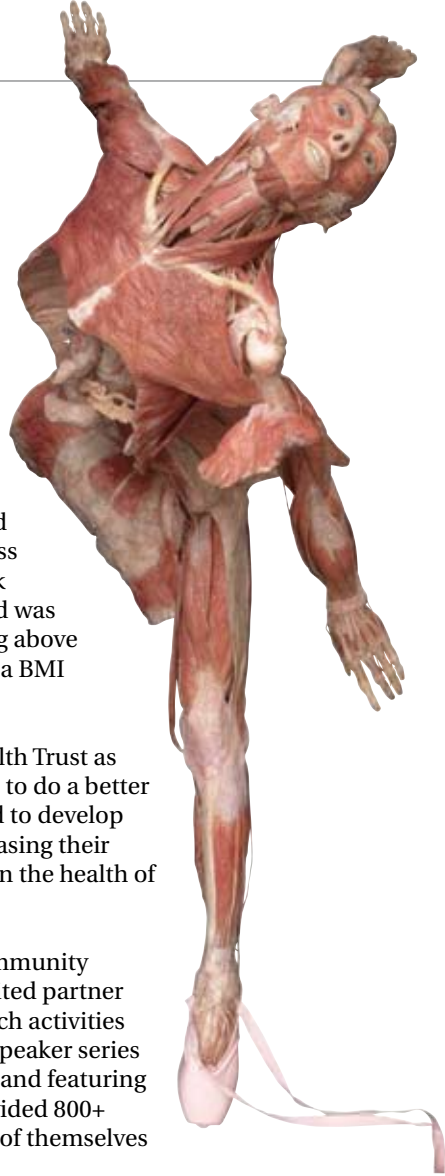
The Health Trust also coordinated a weekly series of community health events called "Body Basics: Head To Toe" and invited partner organizations to bring information, displays and outreach activities to the thousands of museum visitors each weekend. A speaker series offered in conjunction with Santa Clara County Library, and featuring a torso "real body" specimen from *BODYWORLDS*, provided 800+ individuals with information on how to take better care of themselves from speakers representing The Health Trust.

### The Health Trust said "Talk to us!" and 20,000 visitors did

Survey kiosks provided by The Health Trust in the *BODY WORLDS* lobby asked visitors if they felt differently about their bodies and their health after viewing the exhibition. More than 20,000\* visitors gave us their feedback and told us they were ready to make changes in their lifestyles to improve their health.

\* Not all respondents answered every question.

- 92% have more knowledge about how the body works
- 93% have more appreciation for the body
- 89% plan to develop healthy habits
- 87% plan to exercise more
- 85% plan to learn more about their health
- 84% plan to improve their diet



## Community leaders celebrate The Health Trust vision

More than 300 guests joined The Health Trust Board of Trustees at the end of January to celebrate the successful four-month run of the *BODY WORLDS* exhibit at The Tech Museum of Innovation, and to hear about The Health Trust's vision of Silicon Valley as the healthiest region in America. Food stations offered a variety of elegant, healthy food and athletes from Gregangelo's Velocity Circus demonstrated the grace and power of the human body. Highpoint of the evening was the announcement of The Health Trust's investment of \$30 million in three innovative community health initiatives. To view a video of CEO Frederick J. Ferrer's speech, visit [www.healthtrust.org](http://www.healthtrust.org)



Rod Diridon Sr., Gloria Duffy, and Joe Pirzynski



Teruhisa Moriya and Finn Jensen



Forrest Williams and Rhonda McClinton-Brown



Hugh Burroughs with Ann and Bob DeBusk



Fernando Zazueta and Bill Dawson



Steve Wright, Kim Walesh



Terry Christensen, Roy and Gay Crawford



Michelle Mann, Ann Danner and Lisa Croel



Sandra Soto, Chris Wilder, Tiffany Dao



Michael and Deborah Burke

# HEALTHY LIVING INITIATIVE

## Working towards a community environment that makes healthy living easier

It's been said that exercise has been engineered out of daily life. Technology has brought convenience and ease to daily chores, and more reasons to sit inside for work and entertainment. As a result, the U.S. Surgeon General has declared obesity to be a national epidemic. In Santa Clara County, about 50% of adults and 25% of children and teens are overweight or obese, and in some ethnic populations almost 75% of adults are not at a healthy weight. Lack of exercise contributes to three out of four of the region's 5th graders being unable to meet six fitness standards.

The Healthy Living Initiative will focus on creating an environment in Silicon Valley more conducive to wellness, while also increasing the awareness of residents about the need for better nutrition and more physical activity. To pursue these goals, The Health Trust will work to achieve:

- **Land use policies that support healthy living**  
The Health Trust is contacting decision-makers and influencers in cities that are updating their General Plans to urge them to adopt health elements addressing land use, infrastructure and other public policies that promote healthy behaviors such as safe playgrounds, access to trails and pedestrian-friendly sidewalks, and alternatives to fast food restaurants.
- **More convenient access to fresh fruits and vegetables**  
The Health Trust is advocating for the development of more community gardens and urban agriculture, such as



*The Health Trust attended the ground-breaking of a new community garden that will be built this spring in Guadalupe River Park & Gardens, near Taylor & Walnut streets in downtown San Jose. Celebrating the occasion are Phil Sims, left, and Leslee Hamilton of Friends of Guadalupe River Park & Gardens, Fred Ferrer, CEO of The Health Trust, and Amor Santiago, far right, of The Health Trust and Healthy Silicon Valley.*

- the proposed 287-acre Martial Cottle Agricultural Park in South San Jose. A \$25,000 grant from The Health Trust has been made to the Full Circle Farm project that will engage students of Santa Clara Unified School District in growing on 11 acres of school property fruits and vegetables that can be used in the school lunch program. The project will keep students physically active while teaching them about the connection between food choices and long term health.
- **Workplaces of all types and sizes that promote employee wellness**  
The Health Trust is developing model policies and wellness activities that could

be useful to businesses and institutions in Silicon Valley, and participating in existing

### Guadalupe Community Garden



Opening Summer 2008

organization wellness efforts such as those organized by the Silicon Valley Leadership Group and the San Jose/Silicon Valley Chamber of Commerce.

- **Increased knowledge of healthy behaviors, leading to more adults and youth at healthy weights**  
The Health Trust will continue to convene, coordinate and support the Healthy Silicon Valley Collaborative, including helping to implement the Collaborative's social marketing campaign to change lifestyle behaviors related to nutrition and exercise.

For more information on the Healthy Living Initiative, visit [www.healthtrust.org/initiatives/living/index\\_living.php](http://www.healthtrust.org/initiatives/living/index_living.php).

## Companies share best practices on workplace wellness

The Health Trust is one of more than 30 Silicon Valley businesses and organizations participating in Fit For Life – Fit For Work, an initiative of the Silicon Valley Leadership Group to improve the health and well-being of employees while lowering health care costs.

Participants share best practice ideas on how to create a wellness environment in the workplace by investing in prevention and health promotion activities. An emphasis is placed on setting up metrics and measurement of specific outcomes such as absenteeism, number of employees participating in each program, employee satisfaction, and health outcomes.

The Health Trust is “walking the talk” of workplace wellness by continually enhancing health promotion efforts with its own 150 employees. Activities include on-site fitness equipment and circuit workouts, yoga sampler classes, healthy cooking demonstrations, and a wellness library of books and DVDs. Fresh, seasonal, local, organic fruit is provided for snacking.



*Todd Hansen, Chief Operating Officer of The Health Trust, knows that riding a bike to work a few days a week is one way to incorporate exercise into daily life, and help reduce air pollution.*

“We are delighted to partner with The Health Trust and are excited about the tremendous potential we have to improve wellness programs for employees in the Silicon Valley,” said **Emily S. Lam, Director, Health Care and Federal Issues, Silicon Valley Leadership Group.** “As increasing attention is given to wellness in different settings, it is critical for organizations such as The Health Trust and the Leadership Group to bring others together to develop new and cutting edge ideas to promote health in the workplace. While this collaboration is important, we also applaud The Health Trust for modeling this behavior by participating in Fit for Life - Fit for Work as an employer looking to improve wellness programs for their own employees.”

## This is the year!

Make this the year that you ...

- Eat more orange and purple food
- Hike or bike through a County park
- Check your blood pressure once a month
- Walk around the block with a senior neighbor
- Read the nutrition label on every packaged food you buy
- Stand and stretch when answering the phone
- Ask someone you care about to stop smoking



Learn more about your personal health and how to improve it by taking one or more of the free, private online health risk assessments offered to the community by The Health Trust. Go to [www.healthtrust.org](http://www.healthtrust.org) and click on “Check Your Health” to access HEALTHcheck.

*“I took HEALTHcheck and was impressed with the breakdown results and resources that this site offers. I was not expecting to receive such a thorough report back, especially one that was so focused, easy to understand, with the preventative measures right THERE! I have bookmarked the site and will definitely be taking more of screenings that are offered.”*

Anonymous Online User  
HEALTHcheck



*“A healthy community is one that embraces its people, the mind, and its environment, the body. It is sound in both respects: it is sturdy, solid, welcoming. Like a tree that bears new fruit each year, a healthy community represents a cycle, a process of sharing health, participation, and love for one’s body and mind.”*

Vanessa Ing, 11th grade, Monta Vista High School  
1st place, Gr. 9-12, The Health Trust Essay Contest



## Grants help to tackle obesity crisis

The Health Trust is working with several nonprofit organizations in the community to address the region's obesity crisis through programs that educate individuals and families on how to eat healthier and incorporate exercise into their daily lives.

Recent grants in this area include \$50,000 to the Hispanic Foundation of Silicon Valley to expand youth fitness opportunities in the Latino community and another \$50,000 to the Early Childhood Feeding Dynamics Project of the Santa Clara Valley Health & Hospital System that trains pediatric providers on an early intervention nutrition program targeting high risk, low-income Latino children.

Other grants went to the Second Harvest Food Bank of Santa Cruz and San Benito Counties (\$25,000) to support an obesity prevention project for low-income families and to Team Up For Youth (\$100,000) to help its efforts in increasing physical activity programs for youngsters.

For more information on The Health Trust Grants Program, visit [www.healthtrust.org/grants/index\\_g.php](http://www.healthtrust.org/grants/index_g.php).



## New CEO has track record of leadership

Frederick J. Ferrer was named Chief Executive Officer of The Health Trust in November, taking over the reins from founding CEO Gary Allen who retired in June. A nationally-recognized expert in child development and nonprofit leadership strategies, Ferrer has 20 years of experience as an active community leader in Silicon Valley.

Ferrer served as Executive Director of Estrella Family Services in San Jose for 19 years where he grew the organization from serving 74 children initially to multiple programs that touched the lives of more than 1,000 young children and their families every year. He is past chair and commissioner of the FIRST 5 Commission of Santa Clara County and a board member of the Rocketship One Charter Elementary School.

His community involvement has spanned a wide range, including American Leadership Forum Silicon Valley where he was a member of Class XI and a former member of the Board. Ferrer was honored with the coveted John Gardner Leadership Award from ALF, and the Kindred Spirit Award from the Children's Discovery Museum. He has served on the board of United Way Silicon Valley and is a community advisor to the John S. and James L. Knight Foundation and the Junior League of San Jose.

He holds a B.S. degree from Santa Clara University and an M.S. from San Jose State University. He is also a graduate of the Strategic Perspectives in Non-Profit Management Program at Harvard University. He is on the adjunct faculty of DeAnza College and Santa Clara University's Graduate School of Education.

*"Having a positive attitude in everything I put my mind to would be the first step in the right direction. An optimistic outlook has proven contagious, and influences others to support your cause."*

Yesinia Friaz, 9th grade, James Lick High School  
2nd place, Gr. 9-12, The Health Trust Essay Contest

## Teens sought for Youth Advisory Board

High school students from throughout Santa Clara County are invited to apply for a spot on The Health Trust Youth Advisory Board, a group of young people that advises The Health Trust on creative ways to address youth health issues and promote wellness. Deadline for application is March 31.

Members of the Youth Advisory Board have helped to develop both a Healthy Facts Toolkit, with interesting facts for daily announcements at schools, and a Health Awareness Week Toolkit. The teens also provided input for a "Nutrition



The 2007-08 Youth Advisory Board (from top, left to right): Della Boydston, Silver Creek; Akshay Ravi, Monta Vista; Jessica Yuan, Homestead; Catherine Peng,

Lynbrook; Jillian Cosgrove, Milpitas; Denzil Sikka, Harker School; Tiffany Tran, Andrew P. Hill; Brian Hsueh, Palo Alto; Preethi Panvam, Lynbrook; Anupriya Dayal, Mission San Jose. Not pictured: Breana Ramirez and Roni Chau, Mt. Pleasant.

## The thinking behind the healthiest region challenge



CEO Frederick J. Ferrer

Here are excerpts from the keynote speech by CEO Frederick J. Ferrer announcing The Health Trust's new vision and commitment to its three initiatives. A video of the entire presentation can be viewed on the website [www.healthtrust.org](http://www.healthtrust.org).

"In a healthy community, individuals enjoy life and a total sense of well-being. Physically, for sure, but also mentally and emotionally and spiritually. A healthy community is vital and energetic. A healthy region provides a high quality of life to all of its residents, and is able to do that because all sectors of the community are thriving: the business sector, the public, and the nonprofit community. A spirit of philanthropy pervades throughout the community.

"The Health Trust has always been more than just a traditional foundation. We give and will continue to give grants. But we will also continue to provide direct services to people in need, which allows us to keep our finger on the pulse of what is going on in the community - what trends are emerging, what needs are increasing or changing, what gaps exist in services. Our focus will be upstream on prevention...

"Healthiest region does not mean comparing ourselves to other communities in the U.S. It is comparing ourselves to what is possible. Here in the center of dynamic innovation and incredible resources, we have the best chance of anyone in achieving an unparalleled transformation of a community. If not here, where? If not now, when?"

## Newsbriefs

FROM THE HEALTH TRUST

### Job Openings

The Health Trust is seeking individuals for its AmeriCorps VISTA (Volunteers in Service to America) program. VISTA members are full-time volunteers who receive a monthly living stipend and an educational award after one year of service. For information, contact Katie Plante at [katiep@healthtrust.org](mailto:katiep@healthtrust.org) or (408) 961-9899. Other paid positions are open at The Health Trust for qualified individuals who would like to work towards the vision of Silicon Valley as the healthiest region in America. For listings, visit the website [www.healthtrust.org](http://www.healthtrust.org) and click on "Careers" in the drop-down menu under About The Health Trust.

### New Board Member



Ivonne Montes de Oca has joined the Board of Trustees of The Health Trust. She is president of The Pinnacle Company, a founding member of the Hispanic Foundation of Silicon Valley, and co-founder of the Hispanic Women's Council of Northern California. She is also a member of the Board of Directors of the Silicon Valley Community Foundation, the San Jose State University Global Studies Initiative, and Rotary Club of San Jose. In 2007, Ivonne was voted one of the 100 Most Influential Hispanics in Silicon Valley. To learn more about the Board of Trustees, visit [www.healthtrust.org/about/board.php](http://www.healthtrust.org/about/board.php)

### Essay Contest Winners

Winners of The Health Trust Essay Contest which challenged teens to describe how young people can help make Silicon Valley the healthiest region in America were announced in February. First place in the high school category was awarded to **Vanessa Ing**, a junior at Monta Vista High School in Cupertino. Topping the entries from middle school students was **Lauren Woo**, an eighth grade student at Castilleja School. Second place awards went to **Yesenia Friaz**, a freshman at James Lick High School in San Jose, and **Kenny Wong**, a seventh grade student at Miller Middle School in San Jose. The Health Trust received 269 entries, and the best essays were selected by a panel of judges: **Walter Bortz, M.D.**, **Ivonne Montes de Oca** of The Health Trust Board of Trustees, **Joe Pirzynski**, a college advisement counselor and Los Gatos Councilmember, and **Sal Pizarro** of the *Mercury News*. To read the winning essays, visit [www.healthtrust.org/news/announcements/02.12.08.2.php](http://www.healthtrust.org/news/announcements/02.12.08.2.php)

### Staff Recognition

**Cynthia Barboza**, Food Basket coordinator for The Health Trust AIDS Services, has received the 2007 Leslie David Burgess Lifetime Achievement Award which is presented by Santa Clara County to individuals who have demonstrated extraordinary vision, leadership commitment, dedication, compassion and relentlessness in the local fight against HIV and AIDS. It is named in honor of the Public Health Department's first HIV health educator.

## Physician challenges others in community to support The Health Trust vision

After 30 years in private practice as an ophthalmologist, **Dr. Martin Fishman** decided he wanted to get involved with community health on a broader scale.

"I love being a physician and what I can do to help people," he said. "but the potential of The Health Trust to impact the lives of thousands with wellness and improved health is tremendously exciting."



Martin Fishman, M.D. discusses the vision of The Health Trust with Richard Adrouny, M.D., and Karen Adrouny at its January event.

The past president of the Santa Clara County Medical Association and former Chief of Staff at Community Hospital of Los Gatos said he has been frustrated by the health care environment in Silicon Valley, especially the need for a leader to step forward to coordinate and be a focal point for a new direction. He joined The Health Trust Board of Trustees in 2005 because he saw its potential to fulfill that role.

"I imagine how things might be - changing this community to one where the health care system works, where people have access to doctors and preventive services, where we foster healthy lifestyles and exercise, where vegetables and fruits are reasonably inexpensive and available," he said. "The Health Trust doesn't care about who gets the credit. We just want to see the end result."

Dr. Fishman urges health care professionals, business executives and community leaders to join him and other members of The Health Trust Board of Trustees to "go beyond the important things we all do to spend some time, money and energy on the broader picture of what is possible in Silicon Valley." He is backing up this challenge with his personal commitment of dozens of hours of volunteer time each month and financial contributions to The Health Trust.

"Silicon Valley has huge amounts of wealth, brilliant minds, and cutting edge technology, and yet we don't devote many of these resources to improving health," he said. "Together, organized and properly directed, we can advance the health of our community immensely."

To learn more about how to be a donor to The Health Trust, visit [www.healthtrust.org/donate/index\\_d.php](http://www.healthtrust.org/donate/index_d.php).

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## Innovative Children’s Dental Center to open in June

Dental decay is the most widespread chronic disease in young children – more prevalent than asthma or diabetes. In Santa Clara County, it is estimated that as many as 120,000 children have untreated tooth decay that can cause daily pain and affects their ability to grow and develop healthy and to succeed in school.

Many of these children have not been able to see a dentist because their families cannot afford it, have transportation difficulties, or cannot get an appointment with a dentist who will accept the low reimbursement rates provided by government insurance.

In June, The Health Trust will tackle this significant health issue head on with the opening of an innovative Children’s Dental Center in Tropicana Shopping Center, Story & King Roads, in East San Jose. The 6,000-square-foot, 14-chair facility will welcome children and families of all cultures and income levels. It will feature the latest equipment and technologies and best practices treatment modalities to provide comprehensive high quality dental care.

The Health Trust is partnering in this venture with a private practice that currently operates successful children’s dental clinics in Southern California. Its unique approach to running a dental practice allows its dental professionals to see and treat far more children in one day than a traditional dental practice. This high efficiency business model can accommodate up to 15,000 dental appointments



*The new Center is located in the Tropicana Shopping Center in East San Jose.*

per year.

“Thousands of children in our region sit in classrooms each day with pain or swelling from dental decay,” said **Dr. William Comport, Past President, Santa Clara County Dental Society.** “Dental disease is a health issue that can be prevented with proper care and treatment. The Children’s Dental Center will allow more children to receive the dental care they need and deserve.”



For more information, visit [www.healthtrust.org/services/cdservices.php](http://www.healthtrust.org/services/cdservices.php)

*Yesenia, 6, and Miguel Contreras, 7, and their mom are looking forward to walking to the new Children’s Dental Center to continue the dental care they have received for the past two years from The Health Trust Children’s Dental Services. The family has health insurance, but it does not include dental coverage.*