



# Highlights

APRIL 2008

## Message from Cynder, Executive Director.....

Greetings!

Thank you for the incredible opportunity to serve you as your Executive Director. In the short time I have been here, I realize that SBNC is a jewel in our community and a powerful gift to our clients. I am so impressed with every person I have met at SBNC—your professionalism, your high energy, and especially your sincere dedication to providing the highest quality of health care to the most vulnerable in our community.

Let me take a moment to introduce myself. I moved to Santa Barbara in 1995 to accept the position of Executive Director of the tri-county Girl Scout organization. After serving there for nearly 12 years, I accepted a position at Santa Barbara Bank & Trust in their Wealth Management department where I worked with many nonprofits. Prior to moving to Santa Barbara, I served as Executive Director of the San Joaquin County Child Abuse Prevention Council in Stockton.

Before that I was raising my five children and founding nonprofit organizations in the Fresno area to help farm-worker families. During these 30 years leading nonprofits and year and a half working at the bank, I learned that most people share one common trait: we enjoy contributing to the benefit of others in our community in whatever way we can. Whether we work as a staff member, a volunteer, or a supporter, we all care deeply about making a positive difference in our world.

I look forward to meeting each of you and working together for the benefit of so many in our community. Thank you for the inspiration you have given me in this short time. I hope that my leadership will encourage many more to join in our good work as we seek to provide excellent health care to the underserved and uninsured in our community.

Cheers!  
*Cynder*

### *Our mission*

is to provide high quality, affordable medical care to all people, especially those uninsured and otherwise underserved, while maintaining a welcoming environment and treating patients with compassion, dignity and respect. We strive to achieve excellence and to maximize the potential of each employee, volunteer, and board member through a respectful and supportive organization.

## From the desk of Bonnie Campbell, Director of Development



Greetings To All!

There are so many exciting developments (ha ha!) to share this month and not enough room here to share it all, so let me tell you about one event we did last month!

Saks Fifth Avenue held their 10<sup>th</sup> Annual Charity Day on March 15, 2008 & SBNC was one of six charities invited to participate! On that day, Saks 5<sup>th</sup> Avenue contributes 5% of all purchases (up to a total of \$5000) to the designated charities. Our volunteers talked to shoppers who came to the store and asked them to designate SBNC on all of their purchases. Stay tuned to hear what portion SBNC is awarded!

I asked Leigh Belford, Fernando Pena & Ericka Hernandez from the Isla Vista Neighborhood Clinic to staff our table and talk to people about SBNC and they were awesome – which you can see for yourself from this picture!

Brian Wee from Merrill Lynch, who volunteers as a SBNC Board Committee member, came out for 2 hours, as well. Brian said, “I teamed up with the girl who sells handbags, and any transaction that took place anywhere near there went to SBNC. I also helped her sign up 3 Saks credit cards, and so she promised me that everything she sold until 7:00 would go to SBNC!”

I want to give a special thanx to one of our Board Members, Keith Coffman-Grey, for supporting this event! Keith is a Manager at Saks 5<sup>th</sup> Avenue & was on hand to support our staff & volunteers as they spread the word about SBNC!

*BON*

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**Clara Godoy, Health Promotion Outreach Coordinator.....**



My name is Clara Godoy, Health Outreach Coordinator for SBNC. I was 8 years old when I started to know exactly how to play with cigarette smoke in my mouth. My Grandmother was my teacher; she did not have any bad intentions. I remember that in those years you did not hear about the cancer caused by tobacco. She did not know it wasn't a healthy habit to teach me. Through the years I still smoked and while I was getting older, it turned more and more into a habit each year. I smoked for 25 years. Some years I smoked more than others, however it was not easy to let it go

and I did not accept it when someone told me to stop doing that. I used to say, "Well, it's my body and it will be me who dies." Years of my life went by and this is what I believed.

Recently, I started to work for SBNC and one of my responsibilities is to communicate to the community about the programs offered here. One of those is the Anti-Tobacco Campaign. It was when I saw the pictures of different cancers caused by tobacco that I realized what I believed about my habit was wrong. Those images hit me so bad and I started to feel so different when I smoked a cigarette.

A week after I had seen those pictures of cancers caused by smoking tobacco, I just threw my box of cigarettes in the garbage and stopped smoking.

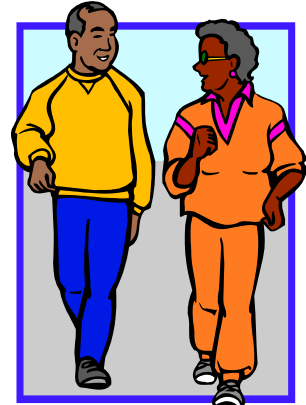
Today I have been cigarette-free and not smoking for five months! I hope that this new habit of mine will last the rest of my life!

Clara Godoy

**Walk At Work Day**

In conjunction with CenCal Health and the American Heart Association, we want to invite employees of the Neighborhood Clinics to join us in a "Walk At Work Day" on April 16<sup>th</sup>, 2008. Please **wear red** and help us raise awareness about cardiovascular disease, and how exercise plays a major role in prevention. Come participate with other neighboring businesses in this fun event. We'll meet in the parking lot at 110 Castilian Drive at noon to kick off the event. Details to follow soon!

Please contact Krista Morley at CenCal Health with any questions. (805) 562-1024.



## Sell Yourself First and the Ideas Will Follow

**You're new on the job**, and you're smart, creative, and full of energy. Great, but can you “sell” your ideas to your employer? It will be easier if you can grasp the most important rule of selling anything—people buy people long before they buy products or, in this case, your ideas. In a fastpaced economy with lots of channels for delivering information, trustworthiness and credibility are in short supply. These are the things that employers look for in their employees. Keep your coworkers' and organization's needs in mind and work to convey a positive, team player attitude. If you have skills and knowledge, share them with everyone. Your attitude should be how grateful you are to work for your employer, not how important you and your ideas are for their success. As your reputation for being a trustworthy person grows, your ideas will be more rapidly considered.



## Powerfully Respectful Workplaces

**Many behaviors commonly** exhibited by employees can be detrimental to the well-being and productivity of coworkers. A lack of respect in the workplace, if left unchecked, will drag down morale, create higher turnover, and increase risks to the employer. What role do you play in contributing to a respectful workplace? Respect is the regard or consideration we

have for others in all aspects of what concerns them—personal property, appearance, character traits, values, personal space, opinions, and emotional well-being. Disrespect toward others can negatively affect any of these things, so it is important to understand the role we play in maintaining a respectful workplace. Each of us has personal power, and with it, we affect others around us, whether we know it or not. Your daily actions signal to others the level of personal respect that you hold for them. Understanding that what you do matters can increase your personal awareness and give you more control over the direct, indirect, or unspoken signals you send to others. It can lead you to make improvements in your relationships and increase your happiness at work. This awareness is the key to minimizing strife and hostility, and to increasing the courtesy and mutual respect that all of us want from each



## Avoiding Trigger-happy Emails

Avoid trigger-happy e-mails. If it isn't necessary “right now” to respond to an emotionally charged topic in an e-mail, wait. Put the message in a text document, save it, and let it rest. Chances are that hours later, or the next day, you'll want to change it, and you'll be glad you waited. Perhaps you've learned to wait awhile before proofreading and then sending an important written document. That's when you'll find the errors. This holds

true for e-mails too, especially when they are inspired by emotion. You're not looking for typos, however. Instead, you're looking for language in your e-mail that was inspired by emotions, especially anger, that no longer grip you now that you have calmed down.



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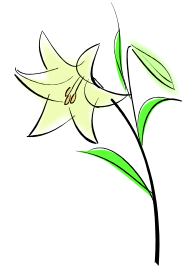


## Jeremy Meyer, Director of Health Promotion.....

Come join us for these life-enhancing classes:

- \* **Aromatherapy – lift your spirit and relax!**  
 Tuesday, April 15 & 22 (two-part series)  
 6:30 – 8:30pm, Eastside Health Program Center
- \* **Healing Back Pain with Chiropractic Care**  
 Tuesday, May 6 & 13 (two-part series), 6:30 – 8:30pm, Eastside Health Program Center
- \* **Ocho Pasos Para La Buena Salud – Diabetes y Nutrición**  
 Mondays, 6:30 – 7:45pm (7 semanas terminando May 19),  
 Westside Clinic; llame a Jason, 963-1543  
 Tuesdays, 6:30 – 7:45pm (8 semanas terminando May 27),  
 Isla Vista Health Program Center; llame a Erika, 968-1511 x121  
 Wednesdays, 6:30 – 7:45pm (8 semanas terminando May 28)  
 Eastside Health Program Center; llame a Rebecca, 963-8566 x223
- \* **Eight Steps to Good Health – Diabetes & Nutrition**  
 Thursdays, 6:30 – 7:45pm (8 weeks ending May 29)  
 Sansum Diabetes Research Institute, call 682-7638 x228

### Patience and Compassion Helps Foster On-going Medical and Dental Care at SBNC



Santa Barbara Neighborhood Clinics (SBNC), as part of its commitment to family health, has launched a clinical adjunct to existing SBNC youth programming. The new Family Care Liaison Program (FCL) targets underserved families for ongoing health care and health education services.

Adriana calls SBNC patients (and takes incoming calls as well) to work with them regarding their current medical and dental needs, upcoming appointments, Health Promotion Center classes available based on their diagnoses, and to confirm upcoming medical and dental appointments. Adriana particularly stresses during these phone calls the importance of preventative and ongoing care for themselves and their children.

The tone of the calls are designed to calm down common fears of our target population (underserved, low-income) regarding issues such as immigration, insurance status and program eligibility, as well as to motivate parents to keep up their children’s health care by continuing to schedule necessary medical and dental appointments as well as attend our Health Promotion Center programs. Not only are FCL calls be an educational and reassuring outreach tool for SBNC patients who often shy away from ongoing and necessary health care for themselves and their children, but we predict these calls will also reduce SBNC’s appointment no-show rate from its current 26% to our goal of 15%. Already, just in the few months that Adriana has worked with SBNC, the “no show” for appointment rate has dropped more than 7 percent!

The priority of SBNC’s Family Care Liaison Program is to help overcome historic cultural barriers to Latinos seeking and receiving preventative health information and ongoing medical and dental care for themselves and their families. Among the Latino population of Santa Barbara, barriers to healthcare and healthy living are both financial and cultural. SBNC is dedicated to overcoming the financial barriers by charging patients on a sliding fee scale basis, and providing medical and dental care and education to everyone in need, regardless of their ability to pay. But overcoming the cultural barriers to seeking ongoing healthcare and health education is a challenge that requires innovative approaches – thus the need for family health outreach programs.

“The Program will help families understand SBNC programs and services in a very comprehensive way, while we answer questions parents have regarding their health needs and the health needs of their children, insurance and government program eligibility, help with necessary appointment scheduling, etc. We want parents to know that we are concerned with the health of the whole family, and that we are here to care for them and their children in a safe, and culturally and linguistically unbiased way,” reports Dr. Chernof.

By Sheba Laser Lux  
 SBNC Grants Director