Reaching Out
Our Mission

Reaching out to the community with effective health education and promotion is important to LifeBridge Health’s mission. Both Sinai Hospital and Northwest Hospital have clearly focused goals of serving the community’s health needs comprehensively with special emphasis on providing access for vulnerable and underserved populations to improve the health status of all. Beyond bricks and mortar and technology, both Sinai Hospital and Northwest Hospital are committed to reaching beyond their walls to serve the community. They do this through the efforts of community health educators who collaborate with local organizations to provide the residents of northwest Baltimore city and Baltimore County with a rich variety of programs, screenings, classes and additional services. These services and activities are designed to address community health needs primarily through disease prevention, health promotion and education, improving access to services, and working with others to improve individual and community health status.

Community benefit activities highlighted in Reaching Out include:

- Charity Care
- Community Health Services
- Health Professions Education
- Mission-Driven Health Services
- Research
- Contributions
- Community-Building Activities
- Community Benefit Operations

Sinai Hospital of Baltimore

Charity Care: $10,981,000

Community Health Services: $3,825,467
Includes patient and community health education, support groups, free health screenings, community clinics, counseling, case management, and other health care support services.

Health Professions Education: $19,022,043
Includes education and training of medical residents, scholarships for professional education, training and continuing education of nurses and nursing students.

Mission-Driven Health Services: $20,937,067
Includes the Park West clinic, adult outpatient psychiatry clinic, intensive inpatient/long-term psychiatry program, and Sinai Hospital Addictions Recovery Program.

Research: $1,209,291
Includes clinical research, community health research, cancer registry, and development of health care models and IRB research.

Contributions: $1,577,032
Includes cash and in-kind donations, leadership development, capital fundraising, workforce development, philanthropic and support system enhancements.

Total: $58,351,940

Northwest Hospital

Charity Care: $3,692,000

Community Health Services: $1,529,497
Includes patient and community health education, free health screenings, community clinics, fitness classes, and other health care support services.

Health Professions Education: $529,979
Includes education and training of medical residents, scholarships for professional education, training and continuing education of nurses and nursing students.

Mission-Driven Health Services: $9,777,948
Subsidized health services including emergency department services.

Research: $77,514
Includes clinical research, community health research, cancer registry, and development of health care models and IRB research.

Contributions, Community-Building Activities and Community Benefit Operations: $308,863
Includes cash and in-kind donations, leadership development, coalition building, and physical and support system enhancements.

Total: $15,975,801

Amounts are for the period July 1, 2010 - June 30, 2011.
Reaching out to the community is a critical part of the LifeBridge Health mission. LifeBridge Health is committed to serving the community’s health needs and providing a wide variety of programs, screenings, classes and preventive health care services. These screenings and services, which are either free or at a low cost, are offered at various locations in northwest Baltimore and Baltimore County.

Screenings and Support Groups

Health Screenings

- Balance
- Blood pressure
- Diabetic eye
- Glaucoma
- Heart health and lifestyle
- Knee
- Prostate cancer
- Skin cancer
- Stroke
- Senior depression
- Women’s heart health

Support Groups

LifeBridge Health is committed to developing the potential of every young person including those in communities that surround its health care centers. For example, several Baltimore city public school students who are enrolled in health care related programs participate in the BACH Fellows program. Sponsored by the Baltimore Alliance for Careers in Healthcare, these students serve a five-week internship at Sinai Hospital in areas such as sterile processing, rehabilitation, employee health, infection control and Adult Day Services. This gives students a hands-on opportunity to learn more about employment opportunities in health care.

Community Youth Programs

LifeBridge Health also participates in Cristo Rey Jesuit High School of Baltimore’s Corporate Internship Program (CIP). The Cristo Rey model includes a corporate internship program in which students spend several days a month in a work environment. Through CIP, students are able to contribute to the cost of their education by working in entry-level positions at businesses and nonprofit organizations in the Baltimore area including LifeBridge Health.

LifeBridge Health is also home to the Building Bridges mentoring program, which offers a unique opportunity and valuable resource to middle school students in partner schools. Students participating in the program (from two middle schools – one in Baltimore city and one in Baltimore County) are introduced to a wide variety of healthcare career opportunities.

Building Bridges: The Freedom to Explore encourages young people to expand their expectations, pursue their interests, and reach new heights of personal and academic achievement. Through formal and informal interactions, mentors in this program serve as role models and life coaches. They instill the values of caring, respect and teamwork, helping mentees cultivate the skills needed to affect success at school and in the community.

Sinai Hospital and Levindale Hebrew Geriatric Center and Hospital are partners with Cross Country Elementary School. Northwest Hospital and Courland Gardens Nursing & Rehabilitation Center are partners with Windsor Mill Middle School. Students from both schools are mentored with the goal of ensuring that they graduate and move on to the ninth grade. Mentors are selected from all LifeBridge Health centers and from all areas. Mentors receive training and ongoing support throughout the program. Both mentor and mentee meet regularly and focus on the skills and abilities that will help make mentees successful at school, in the community and in their future careers.

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The Cylburn Community
Sinai Hospital works with Cylburn community organizations on a number of workforce development initiatives:
• Sinai Hospital administers and funds a competitive scholarship program for students in the Cylburn area who are entering college.
• Sinai Hospital works with Cylburn community leaders to identify potential candidates for employment.
• Sinai Hospital reaches out to the community when it has job training opportunities that area residents might benefit from.

Center for Urban Families and Our Daily Bread Employment Center
LifeBridge Health assists clients of both organizations develop interviewing skills to aid in job seeking. It also provides employment opportunities to ex-offenders who are members of the Park Heights community.

Maryland One-Stop Career Centers
LifeBridge Health connects community members seeking assistance in preparing and applying for employment with Maryland One-Stop Career Centers, where sophisticated technologies are used to match people with jobs and jobs with people. LifeBridge Health job postings are shared with Maryland One-Stop Career Centers to aid in the job search process.

RETURN! To Work Vocational Program at Sinai Rehabilitation Center
LifeBridge Health human resources staff work to place individuals with acquired brain injuries into meaningful health care jobs.

Ways to Work Program
This year, LifeBridge Health teamed up with Ways to Work, a national program that provides affordable car loans to working families. These low-interest loans help employees buy the reliable transportation they need to remain employed, take their children to day care, and access goods and services.

Healthcare Careers Alliance
Healthcare Careers Alliance is a partnership between Civic Works (Baltimore’s urban service corps and an AmeriCorps program) and Baltimore hospitals including Sinai Hospital. It prepares youth, ages 18 to 21, for entry-level jobs in the health care industry. Graduates of the program are offered full-time jobs earning minimum wage and benefits. Since 2001, Healthcare Careers Alliance has trained 283 participants and placed 83% in full-time employment.

VSP
Sinai Hospital's vocational services program – VSP – is recognized as one of the region’s leaders in vocational rehabilitation. It uses a client-centered approach in offering a comprehensive continuum of training and workforce development services, including career assessment, work adjustment training, office technology skills training, job placement and direct employment. In 2011, 230 people completed VSP training program, and 132 have attained competitive employment.
Community Sponsorships

LifeBridge Health supports other organizations that demonstrate a commitment to health and well-being. Organizations that have benefited from this financial support include:

- A.F.E.C. Park Heights Saints
- American Diabetes Association
- American Foundation for Suicide Prevention
- Art With A Heart
- Associated Black Charities
- Back 2 the Basket Basketball
- Baltimore Ballet
- Baltimore City U.S. Conference of Mayors
- Baltimore County Chamber of Commerce
- Baltimore County Department of Aging
- Baltimore Healthy Start, Inc.
- Baltimore Hebrew Congregation
- Baltimore Hebrew Congregation Sinai
- Baltimore Zoo
- Beth Tfiloh Dahan Community School
- Bay Scouts of America
- Choice Breast Health Services
- Children’s Cancer Foundation
- College of Notre Dame of Maryland
- Cool Kids Campaign
- Cylburn Arboretum
- Development Corporation for Israel
- Economic Alliance of Greater Baltimore
- Emergency Education Council Region 5
- Fifth District PTA
- Girls Scouts of Central Maryland
- Greater Baltimore Committee
- Hadassah of Greater Baltimore
- Hannah Moore School
- Health Care for the Homeless
- House of Ruth
- Institute of Notre Dame
- Jemicy School
- Jewish Community Center
- Jewish Radio Foundation
- Jewish recovery House
- JPP Baltimore
- Maryland Association of Cardiovascular & Pulmonary Rehabilitation
- Maryland Association of Domestic Violence
- Maryland Department of Aging
- Maryland Jockey Club
- Maryland Network Against Domestic Violence
- Maryland Washington Minority Contractors Association
- Media Works
- Mildred Mindell Cancer Foundation Inc.
- Ner Israel Rabbinical College
- New Psalmist Baptist Church
- OHR Menachem Inc.
- Pancreatic Cancer Action Network
- Pets on Wheels, Inc.
- Project Gishon
- Randallstown High School
- Ronald McDonald House
- Stevenson University
- The Children’s Cancer Foundation
- The Daily Record Company
- The Family Tree
- The Harbour School
- Talmudic University

Last year, nearly one thousand runners took to the streets of Mt. Washington in support of the Herman & Walter Samuelson Children’s Hospital at Sinai for Our Kids.
The LifeBridge Health Department of Development is responsible for raising funds for program support, capital projects and endowments for LifeBridge Health and its affiliated institutions. The Department of Development solicits support for LifeBridge Health and its affiliates through special events, direct mail appeals, cultivation events and individual meetings with prospective donors. Additionally, the department fosters relationships with the system’s diverse constituency to encourage ongoing community-wide support.

For more information about giving opportunities, call 410-601-GIFT (4438).

Health Education Programs

• Look Good, Feel Better: A trained cosmetologist leads this American Cancer Society program for women undergoing chemotherapy or radiation therapy. Women learn makeup techniques and hair and wig styling.

• Fitness Classes: Yoga, step aerobics and Zumba are offered throughout the year.

• Diabetes Self-Management: This program includes educational presentations by health care professionals (doctors, nurses, dietitians). Each class has an average of 30 people, the majority of whom report improvements in blood pressure, glucose, loss of weight and visits to a physician.

• Handling Medical Emergencies: This one-hour interactive program teaches all age groups from elementary school to seniors how to handle medical emergencies. The curriculum includes burns, falls, cuts, nosebleeds and the signs and symptoms of a heart attack or stroke.

• Health Education Talks: Topics for groups of at least 15 include health care emergencies, healthy heart, toxic soup (what’s in a cigarette), medical emergencies, healthy eating and meal planning, physical activity, and a variety of cancer topics. A registered nurse or health educator leads the discussion. In 2011, LifeBridge Health educators led talks at locations that included senior centers and complexes, schools, businesses, and malls.

• Nutrition Classes: These classes cover a wide range of topics and are held throughout the year.

• I’m in Charge: A trained volunteer is available to visit schools, libraries and other organizations to teach kids personal responsibility about their bodies. With the use of hand-sewn dolls that can “open” to show the internal organs, this 30- to 60-minute program helps preschoolers and young children learn about the human body.

• Nutrition Classes: These classes cover a wide range of topics and are held throughout the year.

For more information about our screenings, support groups and health education programs, call 410-601-WELL (9355).