

Fostering Community Input:

The Patient/Family Community Advisory Council of Lawrence Memorial Hospital (LMH): In 2008 Hallmark Health strived to strengthen its relationships in the community by continuing to sponsor and facilitate the Community Advisory Council for Lawrence Memorial Hospital. This group was created to assist LMH in becoming more knowledgeable about the diverse needs of the patients it serves, particularly as it relates to culture and race. The group is comprised of a retired hospital trustee, a Lawrence Memorial Hospital physician, and representatives from Hallmark Health's Marketing Department, Nursing Department, and the Chief Operating Officer for the hospital. The Director of Medford Health Matters Community Coalition, and other community members are also represented. The group meets monthly at the hospital.

Last year, this group provided input into the hospital's patient visitation brochure and the business card used by nurses when introducing themselves to patients. In the fall of 2008 the Council sponsored a health fair for the community of West Medford and plans to hold a similar event in South Medford this spring. In addition, the Council designed welcome signs for both hospitals in a variety of languages. When completed, the signs will be posted in the main lobbies of each facility.

Finally, the Council has planted a *Peace Pole* at the hospital. A Peace Pole is a monument that displays the message and prayer "*May Peace Prevail on Earth*" on each of its sides, usually in different languages. The Lawrence Memorial *Peace Pole* is eight-sided carrying the message of peace in sixteen languages. It will be dedicated by the Council at a ceremony this spring and currently holds a place of honor at the front entrance of the hospital. The Lawrence Memorial *Peace Pole* joins the more than 200,000 Peace Poles in 180 countries around the world, located both in simple places, such as churches and gardens, and extraordinary ones, such as at the Pyramids of El Giza, Egypt or the Magnetic North Pole in Canada.

The Community Advisory Council of Melrose Wakefield Hospital (MWH): Following in the footsteps of the LMH Community Advisory Council, in 2008, Hallmark Health convened the Community Advisory Council of the Melrose-Wakefield Hospital. This Council is comprised of a representative from physician services, a group of five community members of diverse ages and backgrounds, and leadership from the hospital. While newly established, the group is working to develop by-laws and discussing how to expand their membership. Recently, they assisted the Fund Development department with providing hospital tours for the Melrose Chamber of Commerce helping to spread the word to the community about the type and sophistication of medical services available at the hospital and within the greater Hallmark Health System. In the coming year, the Council will assist Hallmark Health to strengthen collaborations around meeting the divergent health needs for MWH and to provide input into the planning of future Community activities and initiatives.

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