The 10th anniversary of September 11, 2001 is a special day of remembrance for the victims, families, emergency responders and rescue workers who converged on Ground Zero of the World Trade Center Complex that morning.

On Sunday, September 11, 2011, Gov. Christie will join President Obama, former President George W. Bush, Gov. Andrew Cuomo, Mayor Michael Bloomberg, former Mayor Rudy Giuliani, former Gov. George Pataki and the families of those who perished to dedicate the 9/11 Memorial at the former World Trade Center Complex in lower Manhattan. The names of the nearly 3,000 who died at the World Trade Center, at the Pentagon and in Shanksville, Pa. will be read at Ground Zero.

All of us remember where we were that day. As EMS Chief for Jersey City Medical Center and a paramedic, I was living in Manhattan, just a 15-minute ride from the World Trade Center. I was notified that a “fire” at the Trade Center had disrupted EMS radio communications in Jersey City (our radio antennas were located on the roof of the North Tower). I reported to the nearest police precinct – the 26th in Harlem – and joined a squad of Emergency Service police officers preparing to respond to the towers. We arrived on scene near City Hall as Tower II was collapsing. The dust and debris was so thick that visibility was reduced to a few feet. I took cover in the adjacent Woolworth building, where we set up a makeshift triage and treatment area.

Once visibility improved, I began making my way to the FDNY EMS Command Post established at West and Vesey Streets (later relocated to West and Chambers). I made my way through the dust and debris, walking in the opposite direction of everyone else who was evacuating lower Manhattan via the Brooklyn Bridge. Once at the Command Post, we focused on the components essential to the rescue effort — command, control, and communications. Over the next several hours we established a “field hospital,” used the National Guard to keep the roadway open for essential rescue equipment and developed our multi-operational period plans.

The images of those days are still vivid in my mind. The fire trucks and emergency vehicles mangled like toys. Airplane parts strewn about the street. The emergency responders searching for survivors on the Pile. A veteran – a bilateral amputee in a wheelchair resting a case of water on his lap, wheeling his chair and passing out water bottles. The reports of the missing…especially of those I knew.

I knew more than a dozen firemen and Port Authority police officers who died that day. Several Monmouth County communities – where a lot of commuters to Manhattan lived – like Rumson, where I grew up, also experienced significant losses on 9/11. Some 14 members of my parish, Holy Cross, lost loved ones.

All of us remember where we were that day.
This is National Health Center Week, a week-long campaign to highlight the comprehensive primary health care services that community health centers provide to more than 400,000 Medicaid and uninsured patients who otherwise would have no medical care.

Fifty free public events will be held at health centers throughout New Jersey including a barbecue and health screenings for the homeless in Atlantic City, an awards program for 9 nationally recognized centers, health fairs, health screenings, immunizations, open house tours, family activities and receptions.

Governor Chris Christie kicked off the week with a visit to the Burlington City Health Center. The Governor said he is proud of the strong support the administrations provides for community health centers in the budget – $113 million in Medicaid and $46.4 million for the uninsured.

Additionally, Acting Health and Senior Services Commissioner Dr. Tina Tan joined the New Jersey Primary Care Association at Plainfield’s Neighborhood Health Services Corp. to honor nine Federally Qualified Health Centers (FQHCs) that have been recognized nationally for their outstanding patient care. The nine honorees are:

- AtlantiCare Mission Healthcare, Atlantic City
- CAMcare Health Corporation, Camden
- Eric B. Chandler Health Center, New Brunswick
- Henry J. Austin Medical Center, Trenton
- Metropolitan Family Health Network, Jersey City
- Newark Community Health Center, Newark
- North Hudson Community Action Corporation, Union City
- Ocean Health Initiatives, Lakewood
- Zufall Health Center, Morristown

Dr. Carolyn Daniels, executive director of the DHSS Office of Minority and Multicultural Health, will visit two community health centers in Newark and Atlantic City. On Thursday, Dr. Daniels will attend Patient Appreciation Day at the Newark Community Health Center. On Friday, Dr. Daniels will attend AtlantiCare Mission Healthcare’s 5th Annual Barbeque celebration to benefit 500 homeless people in Atlantic City.

The theme of this year’s National Health Center Week is “Celebrating America’s Health Centers: Serving Locally, Leading Nationally.” The week highlights how health centers improve the health of the communities they serve and save taxpayer dollars.

For more than 40 years New Jersey’s health centers have provided high-quality, affordable, primary care and prevention services. New Jersey’s 20 Federally Qualified Health Centers (FQHCs) and 103 satellite sites provide a
$675 million – The amount of charity care that will be distributed to 72 hospitals in FY 2012

$92.6 million – The FY2012 budget for the Early Intervention Program, which provides speech, physical and occupational therapy services to children birth to age 3 with developmental delays and disabilities

$46.6 million – FY2012 state reimbursement to 100 community health centers for providing health care to the uninsured

141,993 – Total enrollees in the state’s PAAD program

110,000 – The number of babies born in New Jersey each year.

44,000 – The number of seniors living in New Jersey nursing homes

26,000 – The number of certified EMTs in New Jersey

22,400 – Total enrollees in the state’s Senior Gold program

19,805 – The number of seniors residing in assisted living facilities in New Jersey

6,000 – The number of children listed on the NJ Autism Registry

3,320 – Lyme disease cases reported in 2010

1,600 – The number of certified paramedics in New Jersey

1,418 – Participants in the DHSS Chronic Disease Self Management Program

100 – The number of local health departments in New Jersey

30 – West Nile Virus cases reported in 2010

1 – The number of people who have died of rabies in New Jersey since 1997. See Press Release.

FAST FACTS ON WIC

The Women, Infant and Children (WIC) program is a supplemental nutrition and education program for low-income women, infants, and children. Services include breastfeeding education and support, nutritious foods and referrals for immunization, health care and social services.

1974 – The year that the WIC program started

169,480 – Average monthly participation in WIC program

983 – The pieces of electronic equipment required to deliver WIC services in New Jersey

135 – The number of WIC clinics statewide

21 – The number of New Jersey counties providing WIC services

CDC funded a 5-year, $4.1 million Nutrition, Physical Activity and Obesity (NPAO) grant to the Office of Nutrition and Fitness that supports a public/private partnership of 165 public health, medical, nutrition and fitness groups called Shaping NJ.

Shaping NJ works with schools, work sites, communities, health care and child care – to implement strategies and make policy and environmental changes that impact the obesity rates in our state.
August 2011

National Breastfeeding Awareness Month
Highlights Breastfeeding Benefits for Infants

August is National Breastfeeding Awareness Month and DHSS is taking this opportunity to showcase New Jersey’s Baby-Friendly Hospital Initiative (NJBFHI).

In 2010 and 2011, the Department’s Office of Nutrition and Fitness (OFN) received an 18-month grant totaling $360,260 from the U. S. Centers for Disease Control and Prevention (CDC) to increase breastfeeding rates in New Jersey. It’s an important health initiative because babies who are exclusively fed breast milk are less likely to be overweight, have decreased incidence of infectious diseases and are better protected against chronic diseases. The grant supports hospital efforts to implement practices that encourage mothers to exclusively breastfeed their baby.

Through a competitive application process, 10 maternity hospitals received $10,000 technical assistance mini grants in January, 2011, to help in their efforts to achieve Baby-Friendly status by implementing the NJBFHI:

- AtlantiCare Regional Medical Center
- Capital Health
- CentraState Medical Center
- Cooper University Hospital
- Hunterdon Healthcare System
- Jersey Shore University Medical Center
- Our Lady of Lourdes Medical Center
- Robert Wood Johnson University Hospital
- Saint Barnabas Medical Center
- South Jersey Regional Medical Center - Vineland

The CDC’s funding was made available as part of a larger initiative, ShapingNJ that is working to prevent obesity and improve overall health in New Jersey. Numerous studies have confirmed that breastfeeding prevents obesity. Providing only breast milk for 6 months vs. any other form of nutrition shows a 31 percent decrease in the prevalence of obesity.

The Department’s Office of Nutrition and Fitness partnered with the American Academy of Pediatrics, New Jersey Chapter and the New Jersey Pediatric Council on Research and Education to implement NJBFHI. The program recognizes hospitals that offer optimal promotion and support for breastfeeding, including supportive hospital policies and practices, staff education, and post-discharge community referrals.

From the beginning of the program, the hospitals worked together and formed a collaborative called the New Jersey Baby-Friendly Hospital Coalition. They hold conference calls to share creative ideas, successes and challenges. Their approach has become a model and CDC has asked ONF to present the NJBFHI program at an upcoming conference in Atlanta.
DHSS Promotes Healthy Eating at Urban Community Garden

Acting Health and Senior Services Commissioner Dr. Tina Tan recently attended the opening of a unique urban hospital garden on the grounds of Newark Beth Israel Medical Center (NBIMC) that will provide greater access to healthy foods for the residents of Newark.

“By increasing access to fresh fruits and vegetables, this community garden is helping residents make the healthy choice the easy choice,” said Acting Commissioner Tan. “The Department of Health and Senior Services applauds Newark Beth Israel Medical Center and Garden State Urban Farms for their efforts in making fresh produce available to the city’s residents.”

Along with the hospital-based urban community garden in Newark there are an additional 144 farmers markets providing fresh produce across New Jersey. DHSS offers support to help qualifying individuals purchase produce from these markets.

The DHSS WIC (Women, Infant and Children) Farmers’ Market Nutrition Program runs from June 1 through September 30 and provides $20 worth of checks to eligible mothers to purchase fresh produce at farmers’ markets in New Jersey. The program currently serves 53,000 people. Program and eligibility information is available at http://www.state.nj.us/health/fhs/wic/farmermkt-senior.shtml.

The DHSS Seniors Farmers’ Market Nutrition Program offers $20 worth of checks for eligible seniors to purchase fresh produce at farmers’ markets in New Jersey. The program currently serves 53,000 seniors. Program and eligibility information is available at http://www.state.nj.us/health/fhs/wic/farmermkt-part.shtml.

NBIMC partnered with Garden State Urban Farms, a nonprofit organization that works to provide low-cost, healthy food in urban areas throughout New Jersey. Garden State Urban Farms is a member of ShapingNJ, a statewide program coordinated through the DHSS Office of Nutrition and Fitness. One hundred and sixty-five nutrition, fitness and health organizations have partnered with DHSS on this initiative to promote healthy people and healthy communities.

More information about ShapingNJ can be found at the at DHSS Office of Nutrition and Fitness webpage.
DHSS/CDC Preventive Health Grants:

Asthma: $400,000 to reduce the burden of asthma and improve health outcomes for NJ residents with asthma through increased public awareness of self-management and education targeting underserved, low-income minority and other at-risk populations.

Heart Disease/Stroke Prevention: $332,000 to increase awareness and improve control of high blood pressure and high blood cholesterol.

Diabetes Prevention and Control Program: $478,533 to reduce the burden of diabetes through increased awareness of the disease and control of its complications.

NJ Cancer Education and Early Detection: $2.9 million to provide grant funding to 21 lead agencies to promote and provide statewide access to quality breast, cervical, colorectal and prostate cancer education, outreach and screenings for under-served residents on limited incomes with special emphasis on minority populations.

DHSS Receives $2.5 million FDA Award for Tobacco Inspections

The DHSS Office of Chronic Disease Prevention and Control Services has received a $2.5 million contract to expand inspections in retail stores to ensure that cigarettes and other tobacco products are available only to anyone under 19 years of age.

Over three years, the contract will enable DHSS to conduct half a million inspections including “undercover buys” to determine if retail stores are complying with the law by checking photo identification before purchase of tobacco products.

This funding will enable New Jersey to maintain the State’s low violation rate (currently at 8.4 percent), which must stay below the 20 percent or the state could risk a 20% reduction in its $46.7 million federal Substance Abuse Block Grant.

The contract will help the state’s effort to reduce youth smoking rate, which stands at 14.3 percent among New Jersey high school students.

Health Center Week, continued from page 2

Safety net for the state’s most vulnerable who are most likely to face major financial, social, geographic, and language barriers to health care. In 2010, these community health centers provided medical and dental services through more than 1.3 million patient visits. Of the patients served, nearly 48% are Medicaid recipients and 42 percent are uninsured. More than 70% of patients are women and children.

For four years (2006 - 2009) New Jersey received the National Association of Community Health Centers’ award for hosting more events than any other state – each time bringing neighbors together, engaging local leaders and elected officials and sharing their work with thousands of people through the media.

For information on this year’s events go to: [http://www.healthcenter-week.org/join_list.asp?region=nj](http://www.healthcenter-week.org/join_list.asp?region=nj).
New Jersey’s Assisted Living Population

Nearly 75% of the 20,000 residents living in New Jersey’s assisted living facilities were women with an average age of 85, according to the Department’s 2010 Assisted Living Resident Profile Survey.

The survey, which has been conducted annually since 2001, is an analysis of the needs of those housed in assisted living facilities, the services provided and the demographics of the assisted living population in New Jersey. All 215 assisted living facilities in the state participated in the survey.

The data is used to ensure the Department has a full understanding of the care provided to New Jersey’s assisted living population and allows industry professionals to compare facilities and programs to statewide averages. The full report can be viewed here.

Other findings of the report include:

- 6% are 69 years or younger
- 45% needed assistance with 4 or more daily living activities – bathing, dressing, eating, locomotion, etc.
- 77% needed help taking medication

September 11th, continued from page 1

Every September 11th since the first anniversary, I recall a quote from one of those firemen who survived the attack on New York City: "The legacy of 9/11 isn't about death, it's about the resilience of the American people, and life."

The 10th anniversary of 9/11 will be a solemn day, a day to pay tribute to the memory of those who died and to the resilience of the loves left behind and of our nation. All of us will commemorate the 10th anniversary of 9/11 in our own way, but for those of us in the EMS community, it is also a time to re-commit ourselves to our preparedness efforts and to ensuring that we are more prepared tomorrow than we were yesterday.

(Christopher Rinn is a graduate of Columbia University, Mr. Rinn has nearly 25 years of experience in public health and emergency services including working as an EMT, Dispatcher, Paramedic, Supervisor, Tour Chief, Operations Coordinator, Assistant Director and Executive Director for Jersey City Medical Center.)
Anatomy of a Hospital Move

By Richard P. Miller, CEO Virtua

Twenty-four ambulances, a staff of more than 300, three routes, three exits and entry points, and an ambulance in transit every 90-seconds is what was required to safely move 148 patients in under 4-hours from our Voorhees Evesham campus to our new state-of-the-art, 368-bed Virtua Voorhees Hospital on May 22nd, 2011.

The new location was unveiled through a series of community and employee Open Houses in April and drew an estimated 10,000 guests. Governor Chris Christie visited on May 10 and called the hospital “critical” to South Jersey’s job growth and economy, noting the 2,800 jobs the 34-month construction had created. The focus of the nearly half a billion dollar project has been to invest in patient care with the new Virtua Voorhees campus designed around the needs of our patients and their families, and around efficient workflows for our clinicians – essential components in providing an outstanding patient experience.

The single-day transport required 18 months of planning by Virtua teams of nursing, operations, Emergency Medical Services, Information Technology and physicians, along with the internal expertise of management engineers who developed the plan and built a simulation model to validate it. Planning centered on ensuring the highest level of patient safety. Every step in the process was rehearsed more than once, either during three tabletop-drills or two real-time simulation drills with “volunteer” patients. Through learning from our drills, communication processes were modified and various “hand-offs” were improved. From this practice came perfection on “Move Day.”

Planning involved preparing for different scenarios and contingencies associated with patient care and logistics. Based on acuity and level of care, patients were clustered and assigned three color-coded routes. The most critical patients were moved first and every patient moved with their primary nurse along with a move team ensuring continuity of care and patient safety. Three command centers – patient, EMT and operations – ensured coordination and that all needs were met prior, during and after the move. The command structure and communication proved vital to the efficient and safe movement of patients.

From the first patient departure until the last patient arrival at the new Virtua Voorhees, and with 146 patients between, a wave of emotion flowed through both hospitals. There were high fives, hugs, beaming smiles, and a few tears. For a lot of employees and our community, the “old” Virtua Voorhees will be missed. Those walls hold a lot of memories and we look forward to creating new ones.