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Fall Board Meeting Montage



Alliance members from around the state gathered October 23 for the quarterly board meeting of the IMS Alliance. Front row: Martha Holzworth, Dorothy Carpenter, Sheila Drevyanko, Bonnie Green, Debbie McCalla, Diane Trimble, Tess Young. Back row: Jane Patten, Judy Mulkey, George Riesen, Barb Savage, Maureen Lyons, Kathy Lariviere, Dr. Gene Lariviere, and James Entwistle. (photo courtesy of James Entwistle)



Tess Young and Barb Savage discuss *Horton Hatches the Egg*.

Would you? Could you?



Judy Mulkey and George Riesen read *If I Ran the Zoo*.



Deb McCalla and Bonnie Green tackle *Yurtle the Turtle*.

Kathy Lariviere led Fall Board attendees in an analysis of leadership styles as revealed in Dr. Suess' children's books. Materials for *How To Develop Followers Who Will Lead* are available by clicking the presentation title (*in this sentence*).



Sheila Drevyanko, Jane Patten and Martha Holzworth ponder *Green Eggs and Ham*

Young Member Connection -- *Medical Student Program*

The Iowa Medical Society and IMS Alliance are producing three programs designed to provide resources to resident physicians, medical students and their spouses. The first of these three programs is designed to assist students with information about life styles of various specialties, thereby providing them with the information they need to choose a career path. This program will be presented in Iowa City on November 20th at 6:30 PM and in Des Moines in the spring on a date yet to be determined. Local members of the Medical Society and Alliance are welcome and encouraged to attend.

This program will be presented as a panel discussion with various physician specialties represented to talk about aspects and lifestyles of their specialty outside of clinical medicine. Debbie McCalla (IMS Alliance) and Mike Abrams (IMS) will also sit on the panel to discuss organized medicine and how it can help support the medical family. Babysitting will be provided on site by the local Alliance. Refreshments will be provided by the IMS.

Remembering Elaine

During their October quarterly meeting, IMS Alliance board members celebrated Elaine Olsen and her leadership legacy.

Elaine's daughter Maureen joined the board for a tribute that included both poetry and memories.

Pictured are the organizers of Elaine's tribute. *From the left:* Debbie McCalla, Dorothy Carpenter, Barb Savage, Martha Holzworth, Maureen Olsen and Tess Young.



Youth in Action for a Healthy Iowa

The Youth in Action for a Healthy Iowa conference will be held Nov. 19, 2008 in Iowa State University's Memorial Union in Ames. Approximately 100 students from selected high schools will share their ideas on how to engage other students in fitness and nutrition efforts in their schools and communities. These teams will be expected to plan and host regional conferences around the state later in the school year.

Organizers expect this conference to be expanded and held annually in an effort to get more Iowa youth turned on to fitness and nutrition.

Focus on Membership

November Member of the Month **Jane Patten**

Jane Patten jumped right into the deep end of the pool - the first state alliance meeting she attended was as a delegate to the IMS Alliance annual meeting in the spring of 1986! Jane was most impressed by the health projects, an area that continues to inspire her. For the past three years, Jane has organized the distribution of Careline Crisis Cards, a joint project of the IMS and IMS Alliance (*see October 2008 FOCUS on our Web page*); this year Jane is partnering with Sheila Drevyanko to track and increase state membership.

Jane feels the most important and rewarding aspects of membership in the Alliance are the opportunities to meet new members of the medical community and the chance to make a difference in the health of Iowans.

Jane and her husband Jim (OB/GYN) have been married for 30 years and have lived in Des Moines for 22 of those years. They recently became "empty nesters" when their twins (Jane and Jim have four children) headed off for college. Jane continues to keep busy as a part-time preschool teacher; she also continues to share her talents through volunteer activities. Jane has headed blood drives for their church and a yearly Christmas gift drive for group homes in the Des Moines area; she has made counted cross stitch bibs for newborns at Iowa Lutheran Hospital for the past 18 years.

Since Jim's partial retirement this fall, he and Jane plan to spend more time traveling, enjoying time with family, reading and spending time at their cabin on Lake Panorama.

Mark your calendar!

February 6-8, 2009 Plan to attend the North Central Regional Alliance LDC (Leadership Development Conference) in Indianapolis, Indiana.

Details in future FOCI.

Creating a Shared Vision for Health Literacy in Iowa

As part of its 2008 Pfizer Medical and Academic Partnership Award, Iowa Health System hosted two events to lay the groundwork for an independent center for health literacy excellence in Iowa.

At a reception on Wednesday, October 1, Iowa Health System President/CEO Bill Leaver welcomed Governor Chet Culver, Pfizer Visiting Professor in Health Literacy Dr. Nicole Lurie, and Archie Willard, New Readers of Iowa, as they expressed their support for establishing an Iowa center for health literacy.

On Friday, October 3, Dr. Lurie was the keynote speaker and facilitated a dynamic, collaborative multidisciplinary planning session to develop a framework for establishing an Iowa center for health literacy education and training, resources and tools, and joint research throughout the state.

Gwen Ratermann, Center for Health Policy at the University of Missouri, then shared opportunities and challenges of the Missouri experience in establishing a center for health literacy.

Over 100 participants attended from across the state, including representatives from health care, education, government, business, philanthropy, communication, and adult learners. Following the morning presentations, they brainstormed ideas about what a health literacy center would do, who it would serve, and how it would operate. They continued to map out key steps to establish a center by 2010, and how to identify resources and energize stakeholders across the state.

These successful events will be followed by development and distribution of a white paper outlining a vision for an Iowa center for health literacy, and recommended action steps for moving forward.

For more information,
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Jane Patten

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