

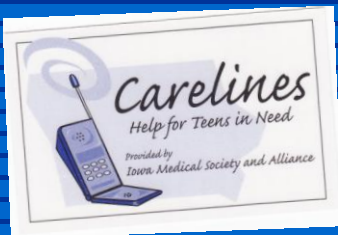
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Bylaws

Proposed amendments to the IMSA bylaws are due to the Bylaws Chair by December 1, 2010.

Email **Joan Pennington**, State Bylaws Chair, by clicking on her name, or send her a note at 40 Bur Oak Lane, Mason City, IA 50401.



Participate at the state level – Plan to attend!

Fall Board

**October 21, 9 AM-3PM
IMS Headquarters
1001 Grand Avenue,
W. Des Moines**

Those planning to come to Des Moines the night before Fall Board, rather than driving in the morning of the meeting, take note: **A block of ten rooms is being held for the night of October 20 at the Dury Inn and Suites (5505 Mills Civic Parkway) at a rate of \$104 + tax.** You must call the hotel directly at 515.457.9500 and mention that you are with the **Iowa Medical Alliance** (drop the word “Society”) to get the group rate.

The fundraising activity at Fall Board will be a **holiday Sharing Card, donations will benefit medical school scholarships** through the AMA Foundation. **A minimum donation of \$25** will ensure your name is included in the card. Everyone in the state is invited to participate!

Those wanting to participate in the Sharing Card but unable to attend Fall Board may send their donation check (made out to AMAF and noting Sharing Card on the memo line) to Alliance Coordinator Deb Whitver, IMS Headquarters, 1001 Grand Ave., West Des Moines, IA 50265.

Interested in attending?

Contact **Alliance Coordinator Deb Whitver** to receive the meeting’s e-packet of materials.

IMSA Past President honored as Iowan of the Day

Congratulations to IMSA member and former State President Mary Ellen Kimball from Osceola on receiving the Iowan of the Day award at the Iowa State Fair in August.

According to the August 5 news release by the Iowa State Blue Ribbon Foundation, “Mary Ellen has worked for her county as well as the Iowa Arts Council, Iowa Substance Abuse Council, the Iowa State Fair and the Des Moines Leadership Institute. However, those organizations only begin to describe her dedication to helping others. Mary Ellen created the Chamber of Commerce’s Welcome Newcomer service and voluntarily visited every new family for almost 5 years. She has served on many boards of directors including the Ballet Iowa, Iowa Society for Marketing and Public Relations and the Community Living Foundation. Mary Ellen has involved herself in every aspect of her community creating an impact in many facet[s] of our state.”

“Founded in 1997, the Iowan of the Day program allows the Blue Ribbon Foundation to recognize Iowa’s shining stars. The program continues to honor individuals from across the state each year who have made a difference in others’ lives while upholding characteristics associated with Iowa - dependability, integrity, hard work and a sense of community.

“The Blue Ribbon Foundation is a non-profit 501(c)3 organization. Since its inception in 1993, the Foundation has generated over \$80 million for renovations and improvements to the Iowa State Fairgrounds.”

Carelines cards

38,000 Carelines were prepared by the Iowa Medical Society Alliance (IMSA) for Iowa Area Education Agencies for distribution to all seventh grade students in Iowa this fall. Carelines is a joint health project of the Iowa Medical Society and the IMS Alliance. Since 2002, these crisis cards have been given each autumn to all Iowa seventh grade public school students. The cards provide the students with a list of toll-free resources that address the many struggles adolescents face each day.

It is the hope of both the IMS and the IMS Alliance membership that the availability of free, anonymous and professional resources will provide Iowa youth with needed support in difficult situations. Contact **Jolene Jebsen**, Carelines Chair, for more information.



Resources

[S.O.S. blog](#)

[Physician in Training blog](#)

Links

[IMS Alliance](#)

[IMS Alliance Coordinator](#)

[AMA Alliance](#)

[Click on our name to contact us](#)

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[& Debbie McCalla](#)

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Health Promotion

Screen Out! Success:

New study concludes smoking scenes on the decline in top movies

There's a lot less smoking in the movies these days, a new study from the Centers for Disease Control and Prevention (CDC) shows.

The August 19 issue of the *Washington Post* reports tobacco use on the silver screen peaked in 2005 and has been on the decline since, according to CDC research that looked at the most popular films from 1991 to 2009. That's gratifying news to the Alliance, which has been an integral part of the Screen Out Coalition.

In October 2006, the Alliance joined the Smoke Free Movies movement under a grant from the American Legacy Foundation, giving a powerful, national voice to the Screen Out campaign. Through letter writing, petition and endorsement campaigns, the members of the AMA Alliance are creating national public awareness and building a strong base of support for the four solutions set forth by the campaign.

The AMA Alliance set three goals through April 2010 for its participation in the Screen Out campaign which continues as an online initiative for all who are interested in kicking tobacco and smoking images out of movies intended for children:

- Write 800 letters to the Motion Picture Association of America and other decision makers.
- Gather 750,000 parent petition signatures in support of the four solutions set forth by the Screen Out campaign.
- Garner 1,500 Screen Out! endorsements from parent, political, health and school-based organizations

Alliance President Susan Todd said, "The American Medical Association (AMA) Alliance has always been a strong, passionate advocate for the health of America's children and felt it was imperative to join national health groups in the Screen Out Campaign. Alliance members have been working diligently on Screen Out activities since 2006, so it's gratifying to see those efforts paying off in better entertainment options for our children."

According to the report, released August 18, 2010, by the Centers for Disease Control and Prevention, last year more than half of the 145 top movies released didn't show any smoking at all. That's a record for the past two decades. For films aimed at children or teens, the percentage was even higher - 61 percent.

Screen Out Quick links:

[Take action now](#)

[Screen Out petition](#)

[Screen Out letter to film top six studios](#)

[Letter to MPAA](#)

AMA Foundation seeks heroes in medicine

Recognizing the extraordinary efforts of leaders in the medical community, the AMA Foundation requests nominations for the Excellence in Medicine Awards, presented in association with Pfizer Inc. This program honors a select group of physicians and medical students who represent the highest standards of volunteerism, public service and leadership and go beyond the call of duty to improve the health of our nation.

All awards will be presented at the Excellence in Medicine Awards dinner, March 21, 2011, in Washington, D.C. Visit www.amafoundation.org/go/excellence to learn more. Applications are due November 17, 2010.

Posted on the IMS Web site, September 13.

International Conference on Physician Health 2010

Physicians and physicians-in-training and their spouses may attend the International Conference on Physician Health 2010, "[Physician Health and Resiliency in the 21st Century](#)," as physician couples. The conference will take place Oct. 3-5 in Chicago and includes a separate discounted fee scale for AMA Alliance members and non-members. The non-member rate includes Alliance membership for one year.

AMA Alliance President Susan Todd will welcome participants to this event co-sponsored by the American, Canadian and British Medical Associations. The Alliance will host a special session on medical families' statistics and strategies. The conference will explore stress, health, work-life balance, and will suggest ways to live healthier lives with family support.

The FOCUS is on You!

As your Alliance year gets into full swing, please remember to keep *The FOCUS* abreast of your county's activities.

Send articles and photos to George.