

COUNCIL COMMENTS

A quarterly update from the NJHA Council on Auxiliaries

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COUNCIL ON AUXILIARIES 2000 – 2001

Kathy Schultes, Council Chair

Underwood-Memorial Hospital Auxiliary

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JFK Medical Center Auxiliary

Nancy Shade

Chair, Region V

Meridian Hospitals Corp., MCOC Guild

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Virtua Memorial Hospital of Burlington County Auxiliary

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The Memorial Hospital of Salem County, Inc. Auxiliary

Marjorie Westerman

Capital Health System, Mercer Campus Auxiliary

Liz Schlowsky

The Valley Hospital Auxiliary

J. Dolores Baker

St. Francis Medical Center Auxiliary

Arlene Meyers

N.J. Association of Directors of Volunteer Services

Lisa M.A. Drumbore

N.J. Health Care Public Relations and Marketing Association

Janet Swinton

Healthcare Fund Raising Executives of New Jersey

April 5 is just days away. Are you registered for the “Principles and Ethics of Fund Raising Program?” It’s not too late, and it’s the surest bet for details on fund-raising basics. The program will also offer ideas for better communication and integration of the fund-raising function among hospital volunteers and staff. Call 609-275-4113 to register by phone and pay at the door. The cost is minimal: \$60 for an individual, \$50 for two or more. Non-NJHA members are invited at a fee of \$80. It’s great networking for all, so don’t miss this chance to hear the challenges and successes your colleagues are experiencing.

Then, in May, Celebrate your Volunteer Partnerships! May 18 is the day to bring a partner to breakfast, compliments of the NJHA Council on Auxiliaries. After breakfast, you’ll have the opportunity to present your honored partner with a certificate of appreciation, then together hear an uplifting keynote address from Monsignor Andrew McGowan, a popular healthcare speaker. Feel free to register as many partners as are available to join you, but remember that only one guest is complimentary for each auxiliary or independent branch of an auxiliary. Auxiliary presidents should have received an explanatory memo; invitations are also being mailed. For more information, call Keri Ellerbroek at 609-275-4112 or Linda Pickens at 609-275-4042.

Ever think about putting your gift shop online? If you’re into the technology times, consider how you might enhance your gift shop sales by making the items available online to friends and relatives out of town, out of state – or anywhere. You have the ability to sell your own shop’s items, as well as tap into vast inventories of companies looking to partner with you. Some arrangements can be made at no up-front cost to hospitals; others may require software set-up charges and monthly fees. In addition to gift shop access, technology also enables patients to access the Internet and their e-mail through an enhancement to the hospital’s current TV system. The Council is looking for information on a variety of vendors, but because it cannot endorse a particular company, the Council encourages you to shop around on your own. Start with getwellgifts.com and GetWellGiftShop.com for a look at what’s available. The Council will share more information with you at a later time and encourages you to share your own “shopping” experience. Call NJHA’s Keri Ellerbroek, 609-275-4112, with any news or information.

Congratulations to the Point Pleasant Hospital Guild for receiving the “Leadership Award for Outstanding Volunteer Service” from the Point Pleasant Chamber of Commerce. A well-deserved award for a dynamic group of auxiliaries – congratulations to all.

Does your auxiliary have some news it would like to share? New successful fund-raiser, community outreach project or way to approach recruitment? Call NJHA’s Keri Ellerbroek at 609-275-4112.

Dear Friends,

As I write this letter, I am gearing up to attend the annual State Auxiliary Leaders' Meeting in Chicago. I'm excited about the opportunity to hear what's happening in other parts of the country. I find this information to be extremely valuable, and I can't wait to tell you about all the programs and ideas I hear about. You know me, I can always find something new and interesting to share with you!

But to tell you the truth, I am just as excited to go to Chicago to tell other auxiliary leaders what we are doing here in New Jersey. I've been asked to present a couple of our programs, and I am really proud to share our stories. We are doing so much that other people will find value in, and I'm sure they'll be duplicating many of our efforts. Isn't it great to think of our success growing and multiplying!

First, we've got a unique Partnerships in Volunteering program in the works, where we'll be touting our relationships with community-based groups, agencies and businesses. This May 18 breakfast and awards program was created because we have so many innovative partnerships thriving throughout the state. My hospital, Underwood Memorial, will be honoring Sears for collaborating with us to promote the HELP and WHALE emergency labeling programs. We're also planning to honor RSVP, a senior volunteer group, for making therapy mats and knitting hats for cancer patients, as well as the Gloucester County Prosecutor's Office for working with us on the handgun trigger lock donation program, providing assistance to abused women through the cell phone program and providing clothing to rape victims. All these partnerships have resulted in much-needed assistance to people in need.

I am anxious to hear about – and meet – *your* partners May 18. Please plan to come!

Along with these partnership programs, New Jersey also has recruitment-oriented ideas to share with our colleagues across the country. Take, for example, Pascack Valley Hospital's brainstorm.

Pascack Valley realized that many recently retired hospital employees might be willing and able to jumpstart the auxiliary. They reached out to those retirees, thanking them for their employment with the hospital and referring

to that time in their lives as Act I. The auxiliary then invited the retirees – after a brief retirement “intermission” – to join the auxiliary, referring to it as Act II of their involvement with the hospital. Isn’t that great?

The auxiliary also sent out “Rebirth” announcements to celebrate the revitalization of another auxiliary that had become inactive. What creativity.

The Memorial Hospital of Salem County is another example. Thanks to the auxiliary, the entire community has five good reasons to consider volunteering. The auxiliary was proud to have a page of the hospital’s publication *MHSC HealthScene Today* devoted to hospital volunteering. The article, enclosed, is a great motivator and an effective way to tell the auxiliary and volunteer story to the community. You can’t beat that kind of exposure.

What we’re doing with our new Labels for Life program is also innovative, and meeting a great need. We’re creating new ways for people to record their emergency information and keep it with them – tied into their shoe while jogging, or hanging from a zipper or keychain when away from home for whatever reason. Realizing that kids aren’t the only ones who need to be identified, the Council will soon have a new labeling strategy to unveil. It’s an expansion of our WHALE program for car seats and HELP label program for bike helmets. (Did you know that a new law is being crafted to require scooter riders to wear helmets?)

Until then, however, we must still work hard at ensuring that children are safe – properly secured in motor vehicles and with emergency information riding with them at all times. Please feel free to duplicate the enclosed copy of Underwood Memorial’s new flyer that reads “They don’t come with instructions, but they can ride with information.” We were lucky to have a talented designer create this for us; she has graciously agreed to let others duplicate the slogan and design and use it in their own communities.

And we must get the word out! The National Safe Kids Campaign, a nonprofit group working to reduce childhood injuries, has ranked New Jersey last of the 50 states in a national survey of child passenger safety, mainly because New Jersey does not require young children to be strapped into car seats. Under New Jersey’s law, only children 18 months and younger are required to be strapped into a federally approved car seat when

riding in the car. Children age 18 months to 5 years must be in a car seat only if they ride in front, and use a regular seat belt if they are in the back. Please, encourage your communities to use car seats for all youngsters and to label those seats with vital health and emergency contact information.

On a positive note, Safe Kids has formed a coalition in Gloucester/Camden counties, the first coalition in the state. Kennedy Health Systems, Underwood-Memorial Hospital and Virtua Health System are joining forces with AAA, police and fire companies in the two counties as well as many community leaders and businesses. Together we'll promote issues related to safe use of car seats and bikes, in addition to other issues related to sports, fire and seasonal safety. I feel privileged to be a part of this organization.

Finally, in the area of fund raising, let me remind you that if you are having a vendor sale in your hospital, you need to have a contract with the vendor for each event and send a copy of that contract to the state's office of Charitable Registration & Investigation. And, if you think there may be other rules you aren't aware of, I'll see you April 5 at the Principles and Ethics of Fund Raising program. Together we can make sure we all understand our role in fund raising for our hospitals so that we can make the most of our efforts.

Again, I'm proud to represent you in Chicago, and I can't wait to tell you about the meeting.

Sincerely,



Kathy Schultes
Council Chair