



The HHSA Connection

OCTOBER 2003

SAFE, HEALTHY AND THRIVING COMMUNITIES

AGENCY NEWS BRIEF

Weaving A Less Tangled Web

The Agency's New Internet Web Site is Up and Running and Better than Ever

In mid-August, after more than a year in development, the Agency released its new Web site to the public. The site is designed to help customers find information about our services and programs, even if they don't know anything about how the Agency is organized.

People can search for services alphabetically, geographically, by city, ZIP code, key words or even by organization. Following the County's "No Wrong Door" approach, the site is intended to make it almost impossible for customers not to be able to find the information they want.



The Agency's site has a new look too. It has been re-designed to conform to the County's recently introduced style guide and Web template. All County Web sites now have a common header and footer, with navigation on the left side of the screen, as well as a uniform color palette.

The site features a calendar of events, a database of on-line documents, and improved ways for the public to contact staff for questions or concerns.

Additionally, the site is now easier, faster and less expensive to maintain. Agency staff can update content directly using a password protected web interface.

Next, attention will be focused on the Agency's intranet site, to add new features and functionality. ❖

Make it a Favorite! Check out the Agency's new Web site at: www.sdcounty.ca.gov/hhsa

CLASSY CLASSIFICATIONS: OMPA AUDIO-VISUAL SPECIALIST

When it's Time for a Specialist...

Call your multi-media materials maven

Roseann DeMartino is the Agency's lone audio-visual specialist, but she's certainly not lonely.

DeMartino, who works in the Office on Media and Public Affairs, plays a key role in Agency communications. Among her many duties, she: assembles



DeMartino takes A/V services to new heights of technology and quality.

display units for conferences and other promotional events; produces large-scale graphic materials; runs sound and video equipment for events around the county including press conferences; and coordinates nationwide satellite conferencing.

"I like the challenge and variety of this job," she said. "I get to travel around the county and work with a lot of fun and interesting people."

A County employee for 13 years, DeMartino is also known for her collection of wind-up and singing/talking toys, which liven up the workday during breaks. ❖

PROGRAM PERSPECTIVE: OFFICE OF RESOURCE DEVELOPMENT

The Terribly Profitable Two's

Finding Grant Dollars for San Diegans

Two years ago, **Dr. Lum** acted on his vision to bring more funding into San Diego County by creating the HHSA Office of Resource Development (ORD).

Currently, the majority of foundation grant dollars in the state (52%) goes to organizations in the Los Angeles and San Francisco areas. Average federal funding per resident is \$1,800 for California, \$2,000 for Los Angeles, and only \$1,400 for San Diego County.

Each day, ORD researches and distributes funding opportunities to 700 local nonprofit and public organizations via email, reviews draft proposals, gives trainings on grant seeking, and helps build collaborative partnerships. Plus, it has spearheaded relationship building among corporate, private foundations, individual and government funders.

ORD has already assisted in raising \$7.95 million for local agencies. ❖

Did You Know ...?

County-wide operator assistance is available to help if you cannot locate the appropriate contact person for yourself or for a customer: 858-694-3900. ❖

PROGRAM HIGHLIGHT: COMMUNITY EPIDEMIOLOGY

Get the Lead Out

Lead Poisoning Prevention Week: Oct. 19 - 25

Lead is a highly toxic metal that at one time was used in many household products. Today, lead poisoning affects an estimated 434,000 U.S. children.

Effects include: brain and nerve damage; behavior, learning and growth problems; stomach and headaches.

The Childhood Lead Poisoning Prevention Program (CLPPP) seeks to prevent lead poisoning among the County's 240,425 children under age six. CLPPP also provides PHN case management for poisoned children, home environmental assessments, health education at community fairs and for affected families. ❖



Due to its proximity to Mexico, San Diego has some surprising major sources of lead poisoning which are as much a problem as lead-contaminated paint:

- Cooking in clay pots known as "ollas de barro"
- Powdered home remedies for "empacho," or upset stomach
- Candies made in Mexico and the paint in their wrappers

National Lead Poisoning Prevention Week aims to:

- Raise awareness
- Emphasize early screening
- Highlight and increase prevention partnering efforts
- Urge people to take steps to reduce their children's possible exposure to lead

FROM THE REGIONS: EAST COUNTY

Some People Will Do "Whatever it Takes"

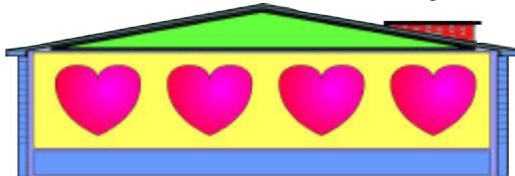
The Way Station is Hard at Work for Foster Kids

With a goal to keep children who enter the Foster Care system in their own region, and ultimately within their neighborhood schools, East Region uses a "whatever it takes" approach in its successful new pilot project called "The Way Station." Since the launch of the project last fall, 71 kids have benefited: 82% have been placed with relatives and/or in East Region homes; while 71% of the kids are transported to their home school daily by "Way Station" families.

opened up their hearts and given a sense of hope to these young lives.

The "Way Station" project sets up emergency foster homes for 10- to 30-day placements in East County and arranges additional Foster Family Agency homes for children with special needs. The program allows children to remain in a home-like environment while staff finds a more permanent placement in the vicinity. Whenever possible, the school-aged children will be

Not only have the families opened up their homes, they have also



transported to their own school. The pilot will run through April 2004. ❖

FROM THE "PAT-ON-THE-BACK" DEPT.

Hitting Home Runs

Jack Pelligrino, Director of Contract Services, served as an umpire at Cooperstown Dreams Park this summer. Cooperstown, New York, is the home of baseball, and each year draws fans young and old to the National Invitational Tournament of Champions. Pelligrino went with the Patriots, a team of 12-year-olds from Poway, for their week-long participation. He hopes to return in six years to cheer on his son. ❖

check out cooperstowndreamspark.com!



For information visit www.sdlead.org



From The COO Straight To You

A message from Agency COO Jean Shepard

This column runs every other month, alternating with a column by Agency Director, Rodger Lum

Over the past 5 years, County expenditures for Workers' Compensation claims have increased 73%. This means more of our staff being injured on the job and less money for direct services to County residents. The County's new Work Safe/Stay Healthy program aims to increase safety awareness and reduce workplace injuries.

You are the front line when it comes to recognizing or correcting unsafe conditions (like cleaning up a spill). Each one of us is responsible for safely performing our jobs and knowing how to use all equipment, be it a forklift or file cabinet. And in the event of a work-related injury or illness let your supervisor know right away.

Everyone deserves a safe workplace, and each one of us can make a contribution. Remember, work safe, stay healthy! ❖

Jean Shepard



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