Health Services
LOS ANGELES COUNTY

August 24, 2007

Los Angeles County Board of Supervisors

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To improve health through leadership, service and education

TO: Each Supervisor

FROM: Bruce A. Chernof, M.D.
Director and Chief Medical Officer

SUBJECT: **REPORT ON THE IMPLEMENTATION OF THE BILINGUAL COMMUNICATION OUTREACH PROGRAM RELATED TO RECENT SERVICE CHANGES AT MARTIN LUTHER KING, JR. – HARBOR HOSPITAL**

This is to provide you with an update of the Department's Bilingual Communication Outreach Program, which was developed and implemented in response to service changes at Martin Luther King, Jr. – Harbor Hospital (MLK-H).

The two primary messages of the campaign are to inform the community that:

1. The Emergency Department has closed
2. Urgent Care services are available 7 days a week, from 8:00 AM to 12 midnight, in addition to the 70 outpatient clinics, which continue to operate at their regular schedule

The bilingual campaign includes almost 500 radio spots airing over 6 weeks; a direct mail brochure to 300,000 households in the MLK-H service area that includes a map and listing of regional hospitals with emergency rooms, and clarification of Urgent Care versus Emergency Department services; print ads placed in target community newspapers including the Watts Times and La Opinion; 2,000 interior bus cards on area bus routes and bus shelter posters; and 100,000 bilingual fliers for distribution to community advocacy groups, elected official field offices and community stakeholders.

Attached is a more detailed description of the communication plan and its elements, as well as a sample of the written materials.

If you have any questions, please let me know.

BAC:rs

Attachments

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors

www.ladhs.org

The Public Education Community Outreach Materials Include

Communication Type	Numbers	Start	Comments
1. Radio Spots	485 - 219 English - 266 Spanish	 Monday, August 20, 2007 Wednesday, August 22, 2007	 Of the commercials in English, 114 ads will air on KJLH, the remaining105 will air on other stations reaching targeted African-American audiences The Spanish commercials began airing on Univision stations KSCA-FM, KLVE-FM
2. Quarter-Page Newspaper Ads	- 6 English - 6 Spanish	Monday, August 27, 2007	6 ads placed in the Compton Bulletin, CA Crusader, LA Watts Times, and ACC news. Ads are staggered. 6 Hispanic quarter page ads in La Opinion
3. Direct Mailout	300,000 English & Spanish	Tuesday, September 04, 2007	Distribution to area households
4. Flyers	100, 000	Tuesday, September 04, 2007	Flyers are in both English and Spanish
5. Interior Bus Signs	2000 English and Spanish	Thursday, August 30, 2007	Signs are to remain in place for 6 weeks
6. Bus Shelter Signs	10 - 5 English - 5 Spanish	Thursday, August 30, 2007	Placement within 3 miles of MLK
7. Countertop Posters	100	Wednesday, August 29, 2007	• Clear Channel will distribute 20 to grocery stores in the area: Food 4 Less, Superior, and Amapola • MLK Hospital personnel will distribute 80: within the hospital, to outlying clinics, and to the community associations with which they are coordinating outreach
8. Flyers	100,000	Monday, August 27, 2007	• 40,000 will go to the Public Information staff at MLK Hospital for distribution in the hospital, associated clinics, stakeholder groups, and associations • 60, 000 flyers will be retained by Clear Channel for distribution at community and faith-based events, including Fiesta Patrias; and for distribution through the Archdiocese of Los Angeles

FLYER

Health Services
LOS ANGELES COUNTY

IMPORTANT NOTICE TO THE COMMUNITY

The Urgent Care Center at Martin Luther King Hospital is open 7 days a week, 8:00 a.m. until midnight to handle routine, non-emergency medical care, such as colds, fevers, sprains and other minor injuries and illnesses. Outpatient Clinics are also open. If you have an appointment, please keep it. For updated information on services available, call 211.

The Emergency Department at the hospital has closed. For a life-threatening emergency, call 911.

MENSAJE IMPORTANTE PARA LA COMUNIDAD

La clínica para enfermedades comunes en el Hospital Martin Luther King está abierta los 7 días de la semana, de 8 de la mañana a 12 de la noche para tratar enfermedades comunes, como gripe, fiebre, torceduras y otras lesiones o enfermedades que no sean serias. Las clínicas para pacientes que no necesitan hospitalización también están abiertas. Si tiene una cita, por favor manténgala. Para más información de servicios o cualquier otra pregunta, llame al 211.

La sala de emergencia se ha cerrado. Para una emergencia donde existe el riesgo de perder la vida, llame al 911.

WEST OF MLK
Oeste del Hospital Martin Luther King

1. Brotman Medical Center
3828 Delmas Terrace
Culver City, CA 90231
(310) 836-7000

2. Centinela Freeman Regional Medical Center - Centinela Campus
555 E. Hardy Street
Inglewood, CA 90301
(310) 673-4660

3. Kaiser Foundation - West Los Angeles
6041 Cadillac Avenue
Los Angeles, CA 90034
(323) 857-2000

4. Little Company of Mary Hospital
4101 Torrance Boulevard
Torrance, CA 90503
(310) 540-7676

5. Memorial Hospital of Gardena
1145 W. Redondo Beach Blvd.
Gardena, CA 90247
(310) 532-4200

NORTH OF MLK
Norte del Hospital Martin Luther King

6. California Hospital Medical Center
1401 S. Grand Avenue
Los Angeles, CA 90015
(213) 748-2411

7. East Los Angeles Doctors Hospital
4060 E. Whittier Boulevard
Los Angeles, CA 90023
(323) 268-5514

8. Good Samaritan Hospital
616 S. Witmer Street
Los Angeles, CA 90017
(213) 977-2121

9. LAC+USC Medical Center
1200 N. State Street
GH Rm 1112
Los Angeles, CA 90033
(323) 226-2622

10. LAC+USC Women's and Children's Hospital
1240 N. Mission Road
Los Angeles, CA 90033
(323) 226-3406

11. Monterey Park Hospital
900 S. Atlantic Boulevard
Monterey Park, CA 91754
(626) 570-9000

12. White Memorial Medical Center
1720 Cesar Chavez Avenue
Los Angeles, CA 90033
(323) 268-5000

SOUTH OF MLK
Sur del Hospital Martin Luther King

13. Community Hospital of Long Beach
1720 Termino Avenue
Long Beach, CA 90804
(562) 498-1000

14. Kaiser Foundation - South Bay Medical Center
25825 S. Vermont Avenue
Harbor City, CA 90710
(310) 325-5111

15. LAC Harbor - UCLA Medical Center
1000 W. Carson Street
Torrance, CA 90502
(310) 222-2345

16. Long Beach Memorial Medical Center
2801 Atlantic Avenue
Long Beach, CA 90806
(562) 933-2000

17. Pacific Hospital of Long Beach
2776 Pacific Avenue
Long Beach, CA 90806
(562) 997-2500

18. St. Mary Medical Center
1050 Linden Avenue
Long Beach, CA 90813
(562) 491-9000

19. Torrance Memorial Medical Center
3330 W. Lomita Boulevard
Torrance, CA 90505
(310) 325-9110

EAST OF MLK
Este del Hospital Martin Luther King

20. Beverly Hospital
309 W. Beverly Boulevard
Montebello, CA 90640
(323) 726-1222

21. Bellflower Medical Center
9542 E. Artesia Boulevard
Bellflower, CA 90706
(562) 925-8355

22. Coast Plaza Doctors Hospita
13100 Studebaker Road
Norwalk, CA 90650
(562) 868-3751

23. Downey Regional Medical Center
11500 Brookshire Avenue
Downey, CA 90241
(562) 904-5000

24. Kaiser Foundation - Bellflower
9400 E. Rosecrans Avenue
Bellflower, CA 90706
(562) 461-3000

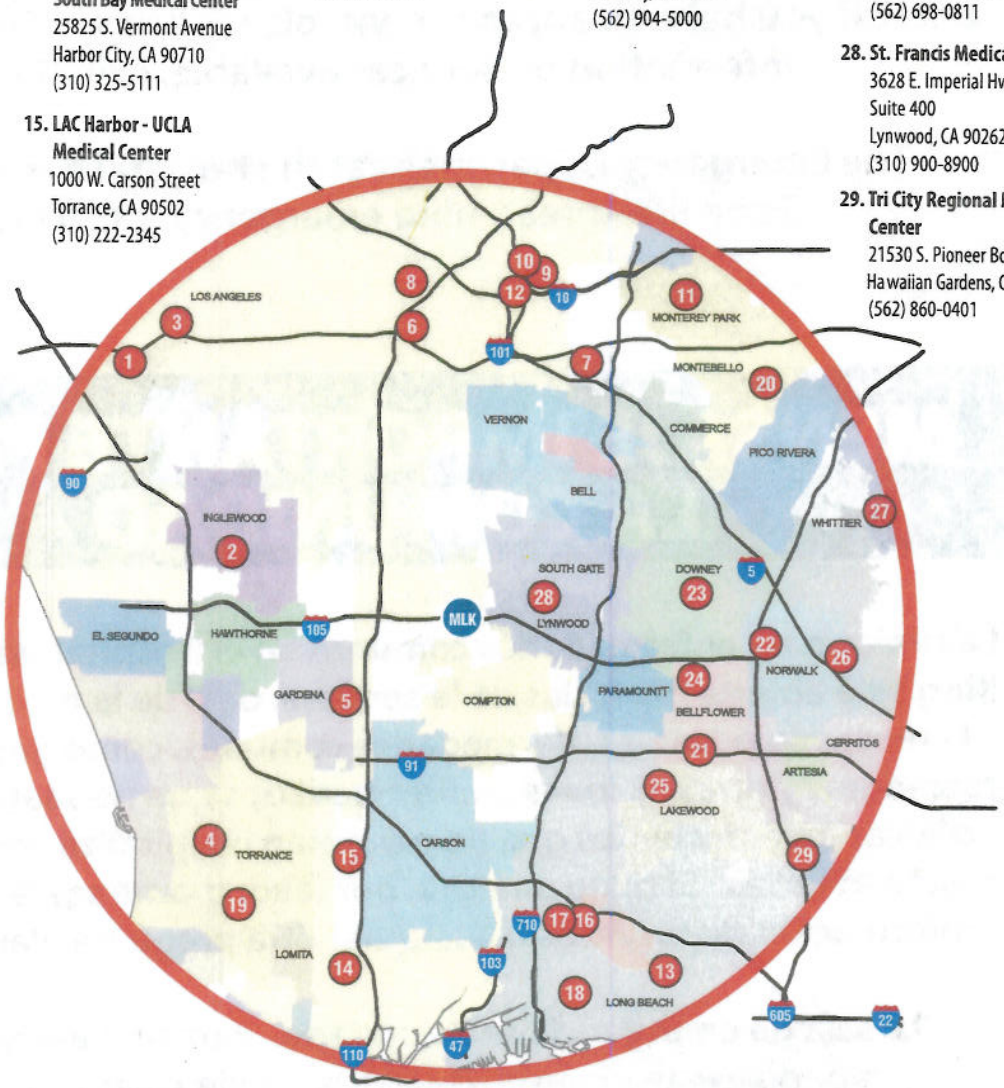
25. Lakewood Regional Medical Center
3700 E. South Street
Lakewood, CA 90712
(562) 531-2550

26. Los Angeles Community Hospital of Norwalk
13222 Bloomfield Avenue
Norwalk, CA 90650
(562) 863-4763

27. Presbyterian Intercommunity Hospital
12401 E. Washington Blvd.
Whittier, CA 90602
(562) 698-0811

28. St. Francis Medical Center
3628 E. Imperial Hwy.,
Suite 400
Lynwood, CA 90262
(310) 900-8900

29. Tri City Regional Medical Center
21530 S. Pioneer Boulevard
Hawaiian Gardens, CA 90716
(562) 860-0401



If you live within 12 miles of the hospital and need emergency care, please go to one of these locations or call 911.

Si usted vive entre 12 millas del hospital y necesita cuidado de emergencia, por favor visite una estas ubicaciones o llame al 911.

BUS INSIDE

IMPORTANT MESSAGE

MENSAJE IMPORTANTE

The Urgent Care and Outpatient Clinics at Martin Luther King Hospital are open. For more information, call 211.

The Emergency Room has closed.
For a life-threatening emergency, call 911.

La clínica para enfermedades comunes y las clínicas para pacientes que no necesitan hospitalización en el Hospital Martin Luther King continuarán abiertas. Para más información, llame al 211.

La sala de emergencia se ha cerrado. Para emergencias donde existe el riesgo de perder la vida, llame al 911.