

The
GOLDEN RULE
THE MAGAZINE OF HOAG'S COMMUNITY BENEFIT INITIATIVES



988

A Life-Saving Number

HOAG + IKEA

Coming Together

TARSADIA

Supporting MHSCHL

Message from the Director



Welcome to the Winter 2022 issue of *The Golden Rule*, the magazine dedicated to Hoag's Community Benefit initiatives at the Melinda Hoag Smith Center for Healthy Living.

In this issue, we highlight the 988 Suicide and Crisis Lifeline, launched this past summer to better serve the needs of those suffering from a mental health crisis. We examine how this innovative suicide prevention system works and why this new approach is so urgently needed. We highlight our partner agency, Didi Hirsch, who serves as the local 988-liaison for our community.

We learn about the Tarsadia Foundation, the good work they do globally, and the positive impact they're making here in Orange County.

We see how a partnership with IKEA, Hoag, and Newport-Mesa Unified School District resulted in thousands of families in our community being better equipped for back-to-school this year.

We meet Sloane Keane, CEO of Big Brothers and Big Sisters of Orange County/Inland Empire, and find out how a hometown girl's passion for mentoring is making a difference in the lives of Orange County youth.

We commemorate Hoag's 70th birthday and look back at its remarkable growth over the last seven decades.

As we start the new year, the team at Melinda Hoag Smith Center for Healthy Living is filled with a renewed commitment and passion for helping those who are most vulnerable in the community. The team is grateful for the opportunity to serve. We appreciate the support and generosity of our donors, community partners, and Hoag leadership, which afford us the ability to be intentional and strategic in our community efforts.

With deepest gratitude and hope for 2023,

A handwritten signature in black ink that reads "Michael Silva Rose".

Michael Silva Rose, DrPH, LCSW
Director of Community Health and Community Benefit

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BACK COVER



YEAR IN REVIEW 2022

988: A Life-Saving Number

This past summer, mental health got its own phone number: 988.

The nationwide launch of the new 988 Suicide and Crisis Lifeline is the latest resource for those in need of urgent mental health support. Just as 911 provides emergency fire and law enforcement support, so too does 988 in an urgent mental health crisis.

The 988 Suicide and Crisis Lifeline was created to better meet urgent mental health needs where 911 was not specifically equipped. Additionally, 988 is more memorable than the old 10-digit national suicide prevention hotline — which is still available to be used by callers. The hotline offers 24/7 call, text and chat access to trained crisis counselors who can help people experiencing suicidal thoughts, substance use, or mental health crisis. People can also dial 988 if they are worried about a loved one who may need crisis support.

Rocio Valencia-Vega, LCSW, manager of the Mental Health Center at Hoag explains how the national hotline works on a local level. “The 988 Suicide & Crisis Lifeline is made up of an expansive network of over 200 local and state funded crisis centers located across the United States. The Lifeline’s crisis centers provide the specialized care for a local community with the support of a national network. In Orange County and for most of Southern California, Didi Hirsch Mental Health Services leads the

crisis call response. Callers (or those who text) are connected to compassionate listeners trained to talk about crises ranging from suicidal thoughts to drug addiction. They can even advise people who aren’t in crisis but hope to help a struggling friend. It’s free and staffed around the clock. Didi Hirsch, our local partner agency, offers English and Spanish-speaking crisis counselors 24/7. Korean speakers are available during peak evening hours and there is support for the deaf and hard of hearing.”

Rocio points out that suicide is the second-leading cause of death among 10 to 24-year-olds nationwide. “In Orange County, approximately 200 young people ages 15-24 lost their lives to suicide in the five years between 2016 and 2020. Older adults and middle-aged males are also age groups with elevated suicide risk in OC.”

These tragic statistics reinforce the Center’s mission of mental health services for the local community. In 2021, Hoag’s Mental Health Center had 7,648 encounters. This included therapy services, case management, support groups, crisis management and resource brokering.

Dr. Michael Rose, director of the Melinda Hoag Smith Center for Healthy Living views this new national hotline as a valuable tool in the Center’s efforts toward good overall health, noting, “There is no health without mental health.”

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Didi Hirsch: The Organization Behind The Mission

One American dies from suicide every 11 minutes, a rate higher than any other wealthy nation. Shari Sinwelski, vice president in crisis care at the Suicide Prevention Center at Didi Hirsch believes that “the launch of 988 is an historic moment for suicide prevention and crisis care in this country.” Didi Hirsch Mental Health Services, based in Santa Ana, provides the local Orange County response for calls from the national lifeline, and is a partner agency with the Melinda Hoag Smith Center for Healthy Living.

Commenting on the new lifeline, Shari Sinwelski feels that “not only is a three-digit number easier to remember, but it makes the statement that it is OK to reach out for help in a mental health crisis, just as it is for other emergencies.” She is optimistic about the national number, noting that “every positive step forward in crisis intervention can save lives.”

“100,000 people called 988 during its first week, a historic moment in suicide prevention.”

~Shari Sinwelski

988

Mental Health Resources

988 – National suicide prevention hotline

Veteran Crisis Line – Call 988 and press 1; available 24/7

NAMI OC Warmline – Call (714) 991-6412 or text 24/7. Provides emotional support and resources for mental health and/or substance abuse concerns

OC Links – Call (855) 625-4657
Available 24/7. A navigator will help guide you to the correct OC Health Care Agency resource

211 OC – Call 211 for health and human service resources

Teen Line provides peer based education and support using a national hotline and online support. Call 1-800 852-8336; 6pm-10pm PST; Text “TEEN” to 839863; 9 pm-9pm PST.

The Trevor Project – thetrevorproject.org
Information and resources; including a 24-hour, toll free, confidential suicide hotline for LGBTQ+ Youth: 866-488-7386

Hoag’s Mental Health Center –
Call 949 764-6542. Offers outpatient counseling services for low income and uninsured community members. Services are for mild to moderate mental health issues.

Hoag Maternal Mental Health Support Line – Call 949 764 5333. This is not a crisis line; support line will help connect maternity patients to mental health resources

Know the Signs – suicideispreventable.org

Didi Hirsh – didihirsch.org

American Foundation for Suicide Prevention – afsp.org



A Career Comes Full Circle

The people who make up the team at Melinda Hoag Smith Center for Health Living (MHSCHL) are the heart and soul of the Center. Along with providing vital services, they are compassionate professionals providing care and a way forward for the community.

One such team member is Alicia Saez-Betancourt, MSW, a 16-year Hoag employee and part of the MHSCHL team who embodies the excellence that is Hoag.

Originally from Chile, Alicia immigrated to the United States 28 years ago at the age of 41. She left behind a successful career as a social worker in Chile and arrived in the U.S. unable to speak English. Fueled by a strong work ethic and determination, she learned English and went back to school to get her master's degree in social work, soon landing a role as a social worker therapist at MHSCHL. Alicia is a huge advocate for her clients, passionate and very motivated by social justice issues for women. She has become a staff specialist in working with domestic violence, trauma, women over 50, as well as grief and loss issues.

Alicia credits her parents for instilling the value of education in her. She also credits her strong mother in helping to shape her, teaching her that there are three kinds of people in the world: 1) those who say I can't; 2) those who say I don't want to; and 3) those who say most likely. Alicia's mother never demonstrated any limits or concerns about what a woman could or could not do at any age. Alicia grew up with examples of strong, independent women who were not slowed

by barriers or limits. They forged ahead, always with a "most likely" attitude and perseverance.

Hard work, a solid education and a unique life experience have made Alicia a tremendous asset to the Center. Alicia embodies the Hoag way with her hopeful, nurturing and compassionate style of caregiving. Dr. Michael Rose notes, "Alicia is loved and admired by her peers and the community she serves. She is a mentor and a source of inspiration to us all."

With her 70th birthday approaching, Alicia announced plans for her retirement in the spring and a move back to the country of her birth. She recently completed a bucket list item to visit the Library of Congress because she did not want to leave the U.S. without visiting Washington. She remembers and cherishes the times she spent with her late father reading about U.S. history. Alicia feels grateful to this country and to Hoag, that both afforded opportunities that she would not have otherwise had in Chile. She leaves with the satisfaction of knowing that her clients and the community have been positively impacted, and the Center is grateful and proud of all she has accomplished. Alicia took her mother's advice to heart, and the Hoag community is better because of it.

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Nurse Julia

“I love what I do”

So says Julia Teal, community nurse navigator at the Melinda Hoag Smith Center for Healthy Living. In her dual roles as nurse navigator and as a health and wellness coach, Julia happily and skillfully wears two different hats. And she enthusiastically adds, “The two roles blend beautifully.”

Julia’s typical day includes a combination of client sessions: in-person, Zoom and referrals. Her clients range in age from 18 to 94, but the majority are in their 50’s to 80’s. Her caseload entails managing about 25 clients who need support with care coordination, patient advocacy, or health coaching for disease management and prevention in conditions ranging from diabetes to anxiety, arthritis to chronic pain, respiratory issues to heart disease, and more. She adds that a percentage of her clients have a challenging and sometimes tragic past, and are receiving mental health services at the same time, underscoring the need to address both physical and mental well being.

As part of her role as community nurse navigator, Julia teaches groups at the Center, as well as offsite at senior centers and low-income apartments. “Health begins with education,” she says, and has developed educational material on topics ranging from how to recognize depression and anxiety to information on a myriad of physical conditions. She humbly explains, “Every day I have the opportunity to meet with people who are doing their very best to face each day with unthinkable challenges.” Julia feels it’s a privilege to be a small part of each client’s journey, “to support them as they move toward better health — body, mind and spirit.”

Now in her sixth year with the Center, Julia shared a beloved ritual: a firm believer in healthy goals beginning with self-worth, Julia makes sure to “tell every client that I appreciate them, and I thank them for adding to my life.” She continues, “If I begin to close a session without saying it, many times the client will remind me, “Aren’t you going to say that thing you always say?” Julia’s love for her job is evident, and her clients truly know it.

04





A Global Family Foundation Makes a Big Impact Locally

The Tarsadia Foundation is a family foundation that has been active in service and philanthropic giving over the past decade. Since its inception in 1999, the Tarsadia Foundation has set out to break cycles of poverty and help those in need by providing grants to nonprofit organizations, creating opportunities for those less fortunate, and partnering with organizations to unleash human potential across the globe. Leading that initiative is Maya Patel, Executive Chair of the Tarsadia Foundation.

The Foundation's desire to give back to the community is motivated, in part, by the Patel family's realization of the American Dream, and the success of their privately owned hotel investment, development and management company. Although she was

born in Zambia, Maya's family roots are in India — and that's where the Tarsadia Foundation gets its name, from the region in Gujarat, India, where the family had its humble beginnings.

The Patel family arrived in Orange County when Maya was 8-years-old. "We are immigrants to this country, and we had the opportunity to flourish," she says. "It is our responsibility to ethically, effectively and equitably give back to our community. Not only a transactional give, but also to give with our mind, heart and soul."

Read on for five questions with Maya Patel on The Tarsadia Foundation and how they came to partner with the Melinda Hoag Smith Center for Healthy Living.

1. TGR: What role does Newport Beach play in your story?

MP: My parents, brothers' families and my family have lived in Newport Beach since 1999. Four generations of our immediate family live in the area. All of our growth

has happened here. We feel committed to Orange County and want to give back to this community. There are a lot of problems here in our own backyard like homelessness, food insecurity and poor mental health that we are working to address with our local nonprofit partners.

2. TGR: How did the Tarsadia Foundation become involved with the Melinda Hoag Smith Center for Healthy Living?

MP: During COVID-19, the Foundation looked for a front-line organization to support. With my father having previously benefited from a heart procedure at Hoag, the family felt aligned with Hoag's values. The Tarsadia Foundation's Board genuinely appreciated the Melinda Hoag Smith Center for Healthy Living's mission to positively impact the health and well-being of the community's most vulnerable. So, in 2020, the Tarsadia Foundation gave a grant to the Center and the partnership was born. The grant helps to fund health and wellness classes at the center which allows programs to be offered at no cost to the vulnerable community.



3. TGR: Can you tell us a little about the non-profits you support?

MP: We support over 70 organizations across the globe who are tackling systemic inequities related to opportunity creation, food and housing security, financial inclusion, access to mental health services and more. We are proud of the diversity of the organizations we work with; they vary in size and approach and many are women-led. We are continually inspired by their leadership, support staff and those in the field. We are also proud of the impact created and lives changed in the communities they serve.

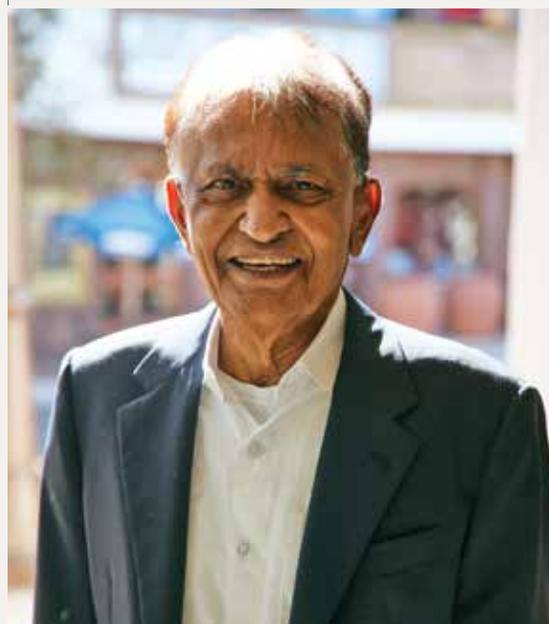


4. TGR: What is your biggest hope as a result of your donation?

MP: The Tarsadia Foundation appreciates the power of philanthropy to change lives. One of our biggest hopes for the partnership is that the Foundation's grant will inspire others to give too, so that more programs can be supported.

5. TGR: Has your immigrant background influenced your philosophy on philanthropy?

MP: Being an immigrant in the U.S., I learned a lot of lessons, especially as a child of color. Those experiences have helped to shape what we do today – bringing a diverse and equitable lens to our work, underscoring the importance of giving back to the local community and creating opportunity for all.



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Hoag and The Community Come Together

Hosted by Newport-Mesa Unified School District (NMUSD) in partnership with the Melinda Hoag Smith Center for Healthy Living and IKEA, the *Back to School Resource Fair* held on Saturday, August 20 at IKEA in Costa Mesa provided the community with a leg up on the school year.

Benefiting students and families of the NMUSD, this event offered an impressive array of resources and services to help prepare for a successful school year. From free dental and vision screenings and booster shots, to free backpacks, bike helmets, shoes, and haircuts, the event served more than 3,000 individuals in need.

Enormous thanks to our lead partners NMUSD and IKEA. The Resource Fair helped meet a crucial need for the underserved in the community.



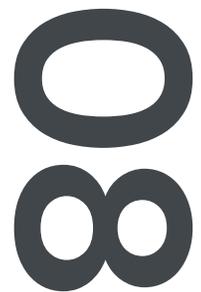


Collaborating Partners

211 Orange County
 Assistance League
 Big Brothers Big Sisters OC
 Boys and Girls Clubs of
 Central Coast
 CalOptima
 Casa Youth Shelter
 CHOC – PODER
 CHOC – Wellness on Wheels
 City of Costa Mesa
 Clinic in the Park/AAP-OC
 Community Health Initiative
 of Orange County
 Community Legal Aid SoCal
 County of Orange: Social
 Services Agency
 Dr. Patricia's Health Club
 Early Childhood Education –
 NMUSD
 Epilepsy Support Network
 Families Forward
 Families Solutions
 Collaborative
 Families Together of
 Orange County
 Fit First
 Girls Inc
 Healthy Smiles for Kids
 of Orange County
 Hoag – MHSCHL

Hoag – Community Nurse
 Navigation
 Hoag – Mental Health Center
 IKEA
 Jessica's Pastry Heaven
 Latino Health Access
 LGBTQ Center OC
 MOMS Orange County
 Newport Mesa Family
 Resource Center
 Newport Mesa Unified
 School District
 OC Public Libraries
 Olive Crest: Parenting
 Education Program
 Olive Crest: Strong Families
 Orange Coast College Adult
 Education Office
 Orange County Communities
 Organize For Responsible
 Development
 Orange County Head Start, Inc
 Orange County Health Care
 Agency – Cal Fresh
 Healthy Living
 Orange County Health Care
 Agency: Local Oral
 Health Programs
 Orange County Transportation
 Authority (OCTA)

Partners4wellness
 Paul Mitchell
 Planned Parenthood
 Planned Parenthood
 WIC program
 Power of One Foundation
 Pretend City Children's
 Museum
 Project Hope Alliance
 Project Youth Orange County
 Bar Foundation
 Radiant Health Centers
 Regional Center of
 Orange County
 Save Our Youth (SOY)
 School on Wheels, Inc
 Serving People in Need
 SOS Community Health Center
 StandUp for Kids
 Supervisor Katrina Foley
 The H4H Foundation
 The Priority Center - School
 Readiness Program
 UCI Pediatrics/PERC
 Waymakers
 Waymakers Huntington Beach
 Youth Shelter
 YMCA of Orange County
 Youth Employment Service
 (YES)



Partner Profile: ocbig.com

Sloane Keane understands the importance of a positive role model. As the CEO of Big Brothers Big Sisters of Orange County/Inland Empire, her focus is on creating and sustaining vital mentoring relationships for young people facing adversity. Sloane has been fortunate to have key mentors in her life, and says, “It’s mentorship that led me to where I am today.”

Read on for more about Sloane, the mission of Big Brothers Big Sisters, and their partnership with Melinda Hoag Smith Center for Healthy Living (MHSCHL).

Q How does your partnership with MHSCHL strengthen the mission of Big Brothers Big Sisters Orange County/Inland Empire (BBSOCIE), and further, what do you like most about how the missions of these two organizations intersect?

A BBBSOCIE is a longstanding partner with MHSCHL and helps connect families and mentored children to mental health and other support programs. MHSCHL is a family friendly community-based collaborative with the capacity to provide on-site access to comprehensive prevention and treatment services, including social, educational, health and supportive services for all families. What I like best about how the missions of these two organizations intersect is they both bring together the wraparound support critical to the long-term health and wellness of the families we collectively serve.



Q Will you share a bit about a recent mentoring program innovation that you are most excited about?

A We are the first agency in the nation to pilot the concept of family support specialists as part of our “one-to-one plus” model of mentoring. A family resource support specialist works with youth and families who require more extensive wraparound support to sustain mentoring relationships, including access to therapy, basic needs support, and mental wellness programming. Each family support specialist can work with up to 50 youth/families at a time.

Q How has motherhood personalized or influenced your passion for the mission of your organization?

A As I reflect on raising our two boys with my husband, I’ve really seen firsthand how critical it is for children and youth to have positive role models in their lives. It’s hard! No one can, or should, do it alone, and being a mom has only amplified my passion for our cause. Our families, mostly moms who seek out support and guidance through our organization, are the true heroes. It takes a village, and it is an honor to play such a critical role in connecting our community together to change the lives of youth.

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Q After moving to the East Coast to earn your degree and launch your career, what brought you back to your hometown of Newport Beach?

A Community. I truly believe home is where your heart is, and my home is Orange County. It is where I grew up. I am a product of Newport-Mesa Unified School District. Hoag is where I delivered my two boys. I had the great fortune of traveling all over the country and internationally and in the end, I craved a community, one that raised me. It was time for me to return to my roots and contribute back.

Q What is your biggest wish for Big Brothers/Big Sisters?

A If I could wave a magic wand, I would wish for an overflowing pipeline of volunteers for ever increasing youth demand. Our 1:1 service model is directly reliant on recruiting volunteer mentors. For every child who walks through my front door, it would be my Christmas wish to have a matching mentor to pair him/her with. As we are all living in the wake of COVID-19; mentoring is critical to reconnecting youth to the community, addressing mental health/wellness and improving educational outcomes in communities most impacted by the pandemic. There is power in ONE. One person who sees them, believes in them, mentors them. That person could be YOU.

MENTOR BBBS www.ocbigs.org





Melinda Hoag Smith and Chuck Smith arriving to the center with their family and friends.

Seventy and Strong

Hoag Memorial Hospital Presbyterian opened its doors on September 15, 1952, as a small beach hospital with 75 beds and 62 physicians on staff. And as the community grew, so did Hoag.





Center staff with Dr. Gwyn Parry, founder of the Community Health Department

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Today, 70 years later, the Hoag health care system encompasses three hospitals, 15 urgent cares, 10 health and wellness centers, and more than 1,800 physicians on staff. Hoag has become renowned as a national leader in medical innovation and excellence in care.

Following is a snapshot of 70th anniversary celebration, complete with the Hoag family

on hand. We're incredibly appreciative for the Hoag family's vision all those years ago, and to their continued commitment of serving our community, including the most vulnerable among us.

A special thank you to Chuck Smith and Melinda Hoag Smith and their family for spending the morning at the Melinda Hoag Smith Center for Healthy Living.





The Melinda Hoag Smith Center for Healthy Living — YEAR IN REVIEW 2022 —

All services are provided at no cost



11,030

Individuals Received Food Assistance



\$89K

Emergency Housing Assistance



\$8.8M

Community Benefit Grants to Local Nonprofits



647

Individuals Served By Community Nurse Navigators



378

Participants in Health Education Workshops



4,216

Mental Health Therapy Sessions



2,998

Participants in Mental Health Community Workshops and Groups



6,033

Participants in Wellness Classes



179,490

Diapers Distributed



3,242

Individuals Assisted with Crisis Case Management and Resource Brokering

Some of our in house partners provided:



370

Participants in English as a Second Language Classes (Council on Aging, Southern CA)



94

Booster Seats and Car Safety Training (Clinic in the Park AAP-OC)



10,579

Appointments at the SOS Children & Family Health Center



2,117

Participants in After School Activities for Children (Girls Inc. of OC)



150

Single Parents Who Received Support Working on a College Degree (Project Self Sufficiency)