



VITAL SIGNS

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VITAL SIGNS AUGUST 2014

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PRESIDENT'S MESSAGE

In North San Diego County the VCC name has become synonymous with high quality health services for all persons seeking care regardless of their ability to pay. The generosity of donors like you has been instrumental in carrying out VCC's mission.

The impact of your support is evident in the communities we serve - thousands of families

are working, raising children and thriving because of VCC's services.

Your continued support will enable VCC to further its important work of nurturing healthy and vibrant communities in North San Diego County.

Your donations, both large and small, will help us make a difference in the lives of our patients. By using the Donate Now button, you can focus your gift on a specific program or make a donation to be used in the area of greatest need. Thank you for your support of VCC.



A NEW LOOK FOR VCC!

Since VCC began treating its first patients more than four decades ago, it has grown into a pillar of community health in North San Diego County, serving more than 57,000 patients each year. A rebranding project is underway in an effort to better communicate the VCC story – who we are, what we do, how our patients and the community perceive us, and what they can expect from us. VCC will have a new logo, a redesigned web site, signage and other visual communicators of our identity. Look out for

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**We need your support!
Donate online to Vista
Community Clinic using
the purple button below.**

Or, contact Betsy Heightman,
Development Director, at 760-631-
5000 x1139 or
betsy@vistacommunityclinic.org

Donate Now

the unveiling of the new VCC brand in the near future!

REACHING FOR THE STARS, WITH A LITTLE HELP FROM VCC



On weekday afternoons when school is out, the quiet on the second floor of the stucco building in the Libby Lake neighborhood of Oceanside is broken by laughs, giggles and animated talk. Some teens cluster around a large table and pull out homework sheets from backpacks. Others seek out friends and chat. A few test their skills in Scrabble. The scene is played out every school day at the three centers of Project REACH, VCC's youth development program for teens.

Since it began in 1996, the program has touched the lives of more than 3,000 youngsters from mostly low income families by steering them toward success in school, and helping them prepare for college and careers. Among them is Jose, a seventh grader who aspires to be an entrepreneur. At Project REACH, Jose, who maintains a 4.0 GPA, has found mentors who support his drive to excel in academics and nurture his interest in business. Homework and class projects have become easier for Jose since he perfected his keyboarding skills at the REACH computer lab. He has discovered a world full of possibilities through field trips to colleges and businesses. "I love coming here," Jose said. "I want to volunteer and mentor other kids just like the counselors here who help me so much."

PIER VIEW WAY IMPROVEMENTS

VCC has taken another leap forward in improving patient access to services with the renovation of the Pier View Way Clinic. The result is a larger patient waiting area, and the addition of three exam rooms and four offices for health education and enrollment. Patients and visitors to the Pier View Way site will find an attractive facility with fresh paint, new signage and original art depicting scenes of the city's waterfront by local artist Chuck Rouse. The renovation will allow VCC to treat many more patients and offer additional hours of service in family medicine and pediatrics.

DENTAL CARE ON WHEELS

Some patients cannot afford a car. Others are too frail to drive. Many are strapped for time. VCC has found an innovative solution that circumvents the barriers to dental care. In March, the clinic acquired a 29-foot long van that has been refurbished as a mobile dental clinic. The van became operational in early July and has been providing dental exams, sealants, and fluoride varnishes at community centers and health fairs in Vista and Oceanside. Starting in September, the VCC dental van will begin visiting campuses in the Oceanside Unified School District and Vista Unified School District.



BEHAVIORAL HEALTH AT VCC

Good mental health is key to good physical health, a productive work life and healthy relationships. VCC has long recognized the importance of behavioral health in the spectrum of care. The clinic's behavioral health program, staffed by licensed clinical social workers, offers screenings, counseling and referrals for conditions such as depression, bipolar disorder, schizophrenia, and drug and alcohol abuse. VCC plans to bring a psychiatrist on board to join the behavioral health team in the near future.

GRANTS UPDATE

We would like to thank the private foundations and government agencies for their funding of VCC programs and services.

Private Foundations:

Covidien NACHC: A grant of \$50,000 funds improvements at VCC's Pier View Way site.



American Academy of Pediatric Dentistry: The Healthy Smiles, Healthy Children grant of \$20,000 boosts pediatric dental care at VCC by providing dental screenings to children during their pediatric visits.

Oceanside Charitable

Foundation: The \$18,000 grant allows middle and high school students in the Project REACH youth development program to work with Libby Lake Elementary students on a beautification project of Libby Lake Park.

Covidien Cares: A \$15,000 grant funds the purchase of test strips for diabetes testing.

Rite Aid Foundation: A \$10,000 grant to VCC's Kare for Kids Fund supports medical and dental services to low income children.

Jim Mora Count on Me Family Foundation: The \$5,000 grant is earmarked for the development of sports and leadership skills among teens enrolled in Project REACH.

First Foundation: A \$5,000 grant will support strategic planning and fund raising efforts at VCC.

San Diego County Employees Charitable Organization: The \$4,975 grant funds the purchase of new equipment at the Pier View Way site.

Soroptimists Oceanside-Carlsbad: A \$1,000 grant allows Oceanside girls to attend a wellness event.

Walmart Foundation, Vista Store: A \$1,000 grant will provide healthy snacks to Project REACH youth.

Government-funded Projects:

The County of San Diego Health and Human Services Agency: A three-year contract will allow VCC to work on Smoke-Free Outdoor Dining and Tobacco Retailer Licensing in San Diego County (\$75,000/year).

The County of San Diego Health and Human Services Agency : A five-year contract has been awarded to VCC to provide services at the North County HIV Early Intervention Service (EIS) Center located at the Grapevine Clinic (\$88,283/year).

The U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA): A three-year grant award to VCC, in partnership with CSUSM School of Nursing and CSU Institute of Palliative Care, will establish nurse-led care teams to work with patients with uncontrolled diabetes (\$1.5 million over the three-year

period).

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