



TargetVision: It's about Patient Education

By: **Rose McCall**
CAVHCS Public Affairs Office

In the past several years the VA's approach to supporting veterans has taken on an increased focus in Preventative Medicine. And, if you've visited CAVHCS waiting rooms, hallways, elevator waiting areas or even the Canteens recently, then you've noticed CAVHCS' newest venue to support that increased focus through patient education.

"TargetVision's programming speaks directly to our veteran demographic," said CAVHCS Associate Chief of Staff for Education Dr. Eugene Goldman. "From Preventing High Cholesterol and Healthy Aging to Diabetes: Treatments and Preventing Flu and Pneumonia the programming aired from the Patient Channel has plenty of information our veterans can use to stay healthy."

TargetVision allows CAVHCS to deliver patient education information throughout CAVHCS via a closed circuit cable system driven and scheduled by computer. The TargetVision broadcast



A veteran recently waiting to be seen in the Montgomery Campus, watches patient education information on the main portion of the TargetVision screen, as well as special event and weather information on the left-hand side, and Associated Press News and Sports information as it 'crawls' across the bottom.

day features the high production values and up-to-date information found on The Patient Channel which is produced by NBC/Universal. TargetVision also features half-hour newscasts and even ESPN Sports News.

"The Patient Channel also airs programs like Healthy Mother and Baby Basics, which don't support our veteran demographic," said Goldman. "When those programs air they're replaced by news. Eventually we'll be able to add programs like VA News, American Veteran and even coverage of events CAVHCS conducts. In fact, The VA Knowledge Network recently aired a message from Secretary Peake and we were able to air it on TargetVision."

Please see 'TargetVision'

Page 5

Suicide Panels Formed

WASHINGTON - Secretary of Veterans Affairs Dr. James B. Peake recently announced the names of members appointed to two special panels that will make recommendations on ways the Department of Veterans Affairs (VA) can improve its programs in suicide prevention, suicide research and suicide education.

"There is nothing more tragic than the death by suicide of even one of the great men or women who have served this nation," Peake said. "VA is committed to doing all we can to improve our understanding of a complicated issue that is also a national concern."

The "Blue Ribbon Work Group on Suicide Prevention in the Veterans Population," will be comprised of government experts in various suicide prevention and education programs.

The five-member work group is expected to meet from June 11-13, and develop recommendations for the Secretary.

The second, nine-member expert panel, is made up of nationally renowned experts in public health suicide programs, suicide research and clinical treatment programs, that will provide professional opinion, interpretation, and conclusions on information and data to the work group.

OIF/OEF Outreach

WASHINGTON - The Department of Veterans Affairs (VA) announced recently it has completed making calls to veterans potentially identified as being ill or injured from Operation Enduring Freedom and Operation Iraqi Freedom (OEF-OIF), and will immediately begin targeting over 500,000 OEF-OIF veterans who have been discharged from active duty but have not contacted VA for health care.

"We promised to reach out to every OEF and OIF veteran to let them know we are here for them -and we are making real progress in doing so," said Dr. James B. Peake, Secretary of Veterans Affairs.

In the new phase, veterans who have not accessed health care from VA will be called and informed of the benefits and services available to them.

For five years after their discharge from the military, these combat veterans have special access to VA health care, including screening for signs of post-traumatic stress disorder and traumatic brain injury.

"VA is focused on getting these veterans the help they need and deserve," said Secretary Peake.

From the Director

Shirley Bealer, MS, RN, CNA, BC, CPHQ

Editor's note: Below is the transcript of the speech given by Ms. Bealer at CAVHCS' Memorial Day observance.

Every minute of every hour of every day Americans enjoy the blessings of a peace-loving nation. Blessings protected by the selfless service of men and women in uniform standing lonely watches on far-distant ramparts of freedom and, when necessary, standing fast against the forces of fear and tyranny.

For more than two centuries, untold numbers of Americans have answered the call to duty. Freedom is our cause, but freedom does not come free and many paid the ultimate price. The America we know would not be the same were it not for the men and women we honor today on Memorial Day.

I'd like to take a moment to first recognize our veterans. Do we have any World War II veterans with us today? Do we have any Korean War Veterans with us today? Do we have any Vietnam Veterans here with us today? Do we have any Gulf War veterans? Do we have any Purple Heart recipients here? And finally, do we have any Operation Iraqi Freedom or Operation Enduring Freedom veterans here with us today?

We thank you all for joining us today as we take time to honor you and those who served with you, but can not join us today.

At this time I'd like to ask you all to rise and remain standing for the Presentation of the Colors, our National Anthem and an Invocation.

Thank you Chaplain. The meaning of Memorial Day impacts the entire world. Contemporary world history has been shaped and molded by the tens of millions of American veterans who put their lives on hold to wear the uniform.

Who among us could begin to contemplate the world today had courageous defenders of freedom not stood fast against the scourge of Nazi fascism or ruthless imperialism in the Pacific or the Communist drive for world domination during the Cold War?

As we remember all veterans today, I'd like to draw your focus to our latest generation of American veterans who are engaged in a struggle no less crucial. In many ways, they are a new kind of soldier fighting a new kind of war.



Ms. Bealer and Congressman Mike Rogers. (AL - District 3), (l,r) lay a Memorial Wreath and listen to Taps during CAVHCS' Memorial Day observance.

They serve by choice – a choice based on a heartfelt commitment to defend the democratic ideals of freedoms of this country at home, and for freedom-loving people around the world.

Everyday, young men and women are returning from Iraq and Afghanistan after having served as sentinels in the Global War on Terror. Most come home to joyous reunions with loved ones and revel in the collective sigh of relief that marks a safe return. Others come home with the visible and invisible wounds that are the tragic hallmarks of armed conflict, while still others return in solemn, eternal repose beneath an American flag.

The lineage of sacrifice and service in the name of Democracy extends from Lexington to Gettysburg...from Normandy to Pusan...from Khe Sahn to Kuwait...from the World Trade Center ... to the mountains of Afghanistan and streets of Baghdad.

In his Second Inaugural Address in 1865, Abraham Lincoln called on Americans to begin to repay the debt we owe our defenders, and to forge an unbreakable bond of service to the citizen-soldiers who serve in harm's way and, too often, make the ultimate sacrifice on our behalf.

With words that still tie us to his promise, Lincoln said, "Let us strive to ... bind up the nation's wounds, to care for him who shall have borne the battle, and for his widow, and orphan — to do all which may achieve ... a just and a lasting peace, among ourselves, and with all nations."

At Veterans Affairs, we embrace the full meaning of these words. Every day, 240,000 VA employees in our hospitals, national cemeteries and benefits offices across the country recommit themselves to fulfilling President Lincoln's call to serve veterans and their families.

Please see 'Memorial Day'

Page 5



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The CAVHCS Salute

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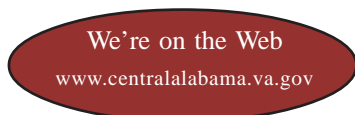
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Employee of the Month



Tuskegee Campus
Ms. Beverly Sims, RN
Accute Care & Specialty Nursing



Montgomery Campus
Dr. Coralie Griffin
Pharmacy Service

CAVHCS All-Stars

“My best wishes and thanks to Hazel Bell (CRNP). Mrs. Bell is the difference in this VA! She is the best! She understands and she listens! She is 100%.”

“On 19 April 2008, I Carolyn Willis was treated at the emergency room. The staff was very good in taking care of my problem. I want to especially commend Ms. Mary Jackson for the special care she took in making sure I was taken care of in a timely manner. The receptionist, Mrs. Brenda Thornton also was very courteous. These three people took very good care of me as a patient. Thank you all very much,” a VA patient.

“I would like to take the time and commend Ms. Kim Hughes (Podiatry) for a job well done. She went well beyond and above the call of duty. Thanks for a job well done. She is truly a credit to the VA and herself.”

“I want to express my appreciation and praise for how well I have been treated at your Tuskegee facility. I hold Dr. Borlaza and Team “A” in very high regard in all areas that they have been involved with me. Dr. Borlaza is very professional and a caring person. I admire her desire to help Veterans with medical problems. Please give her my personal thanks.... Also Dr. Key (Dental) is a super person. She too has taken good care of my dental needs. I couldn't ask for better care. Tuskegee VA Hospital is lucky to have these kind of doctors. I know they will continue to care for and about Veterans.”

“I would love to extend a few words of complete gratification about a special and angelic worker who takes pride in her job. She is very kind and very thorough in explaining pertinent information and eliminating any possible communication breakdowns. I thank you for assigning Ms. Angela Faison (Montgomery Campus) to a very great a responsible position.”

“I would like to take this opportunity to let the Acting Director (Montgomery) know that there are friendly employees. The staff has improved in a very caring and respectful manner. I was here about 13 years ago, and the people wasn't as friendly as they are now, and I want to take this time and let you know that I have really been helped each time I come now. I am here for appointments and I get the best.

So again, I want to thank all of you.”

Nurses Week Images



'TargetVision'

From Page 1

Viewers also watch a series of "slides" on the top and bottom leftside of all screens, which feature information about upcoming events, VA and national observances, the Weather and Health and Entertainment news notes.

TargetVision's initial feedback focused on the lack of programming as the system was being installed and the lack of ability to change the channels offered. However, as programming has been initiated and more have seen its educational value that feedback has shifted to acceptance.

"I think the programming is helpful," said one veteran recently visiting the Montgomery Campus. "Nowadays you see these kiosks that show educational programming in most doctor's offices, but this one adds news and information about what's going on at the VA. I like it."

"TargetVision's real potential is just now starting to be realized," said Goldman. "The technical capabilities will allow us to communicate to veterans more effectively."

Technical support for TargetVision has been a team effort. Originally procured by the Office of Information and Technology, TargetVision brought together CAVHCS elements ranging from Facilities and Logistics to Public Affairs and CAVHCS' Information Security Officer.

"The system is computer-driven over a closed circuit," explained Steve Edwards, (job title) who has been instrumental in resolving technical issues during TargetVision's implementation. "There are special decoder boxes in each of the facilities called SDAs that receive the programming scheduled through the computer in Public Affairs and then deliver it to each of the monitors."

As a closed-circuit system, TargetVision monitors do not offer an opportunity for viewers to change channels. Many monitors have lockout codes to prevent the changing of volume, lost signals or scrambled images that result when viewers attempt to change channels by pressing any buttons that might affect change. "TargetVision is focused on patient education," said Dr. Goldman. "But, I guess our first focus might need to be on educating staff and veterans alike that there's only one channel."



TargetVision monitors located throughout CAVHCS feature a wide variety of news and patient education information.

'Memorial Day'

From Page 2

We do so proudly, providing high-quality health care...benefits befitting their sacrifices of service and tributes and eternal praise in National Cemeteries that have become national shrines.

Our service to veterans honors the sacred bond of selfless sacrifice that links our freedoms...our laws...our lives...our rights as citizens of a blessed land...to the nobility of the men or women who don the uniforms of our armed forces.

Today we are fortunate to have with us a man who understands the sacrifices and challenges endured by those who have served our nation. A fifth-generation resident of East Alabama - he was sworn into the U.S. House of Representatives mere weeks before the beginning of Operation Iraqi Freedom.

Prior to serving Alabama in Washington he served in the Alabama House of Representatives where he was chosen to serve as the House Minority Leader in 1998.

As Ranking Member of the Homeland Security Subcommittee on Management, Integration and Oversight - as well as serving as a member of the House Armed Services Committee - he

has a clear understanding of the intricate and growing needs of those who have served and are currently in service to our nation.

It is my honor to introduce to you, someone that has not only supported veterans, but someone that has come to CAVHCS to see firsthand what we do, and how veterans are being treated - our friend Congressman Mike Rogers.

[Closing Comments:](#)

On this Memorial Day, let us always remember that freedom is not free. Let us always recognize the nobility of military service in liberty's name, and let our thoughts be with the dedicated men and women who put their lives on the line to protect the freedoms we hold so dear. We owe them our deepest gratitude and utmost support.

I'd like to challenge each of you to join Americans everywhere today for the Memorial Day National Moment of Remembrance, which was legislated by Congress and proclaimed by the President, and conducted at 3 o'clock.

Please join me in pausing for one minute wherever you may be in an act of unity and gratitude for those who have given their lives in service to our nation. It is a moment to remember and share.

We may share their sorrow, but we cannot know their grief. What we can do - is remember those who have fallen. Remember what they did; why they did it; and appreciate what that sacrifice means to us.

And what we can do - is to be thankful, that in each generation, brave men and women, have and will always step forward to take the oath of allegiance as members of America's armed forces, willing to fight for the sake of OUR freedom and for the sake of our children and our nation's future.

Finally, I'd like to thank you all for joining us; Congressman Rogers; the Capitol Sounds Band; the Maxwell Air Force Base Honor Guard and of course all of our staff and veterans. Thank you. Now, please join us inside for some refreshments.



Members of Maxwell Air Force Base Honor Guard provide a Gun Salute during CAVHCS' Memorial Day observance.

Retired Col. Walt Stewart stands and salutes the colors with fellow World War II veterans during a ceremony for Hero Flight 2007 at the National World War II Memorial in Washington, D.C., Sept. 15. Hero Flight is an all-volunteer program that sets up trips to allow as many World War II veterans as possible to visit the National World War II Memorial. (U.S. Air Force photo/Staff Sgt. Suzanne Day)



May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
					1	2	3
Asian Pacific American Heritage Month - www.apaha.org Mental Health Month - www.mentalhealthamerica.net National Arthritis Month - www.arthritis.org National High Blood Pressure Education Month - www.nhlbi.nih.gov Older Americans Month - www.aoa.gov Stroke Awareness Month - www.stroke.org							
4	5	6	7	8	9	10	
		National Nurses Day		V-E Day (1945)			
National Mental Health Counseling Week— www.amhca.org		National Nurses Week— www.nursingworld.org					
11	12	13	14	15	16	17	
	Florence Nightingale's Birthday (1820-1910)			Peace Officer Memorial Day		Armed Forces Day	
National Nursing Home Week— www.nnhw.org		National Hospital and Health Care Week— www.aha.org					
18	19	20	21	22	23	24	
			American Red Cross Founded (1881)				
National Medical Transcriptionist Week— www.aamt.org							
25	26	27	28	29	30	31	
	Memorial Day		National Senior Health and Fitness Day - www.fitnessday.com				
							

The CAVHCS Community Calendar is not intended to be an all-inclusive, official calendar. It is intended rather to provide a medium for CAVHCS Salute to share upcoming events.

If you would like to add a CAVHCS event please email details directly to alan.bloom@va.gov. Submissions are not guaranteed to be published. Considerations will be made for propriety, promptness and print space.