#### B. Events

Appendix 1B. Detailed Planning, Kick-Off, and Launch Events Calendar (September 2005 through February 2006)

The FHP staff created an events calendar to chronicle the events, meetings, and outreach organized throughout the initial phases of the project. The events calendar was distributed weekly at the Family History Project team meeting for staff to review and add events, as necessary.

# Brigham and Women's Hospital FAMILY HISTORY PROJECT CALENDAR Events, Meetings, and Outreach

#### **SEPTEMBER**

Thursday 09/29/05 Confere		Conference Call - US Surgeon General/Family History		
		<u>OCTOBER</u>		
Friday 10/14/05 Presentation to introduce the Project to the Hospital Clinic Chiefs by Drs. Murray, Morton, and Maas				
Thursday	10/18/05	Presentation to introduce the Project to the Hospital Senior Manageme Group by Drs. Murray, Morton, and Maas		
Thursday	10/27/05	Presentation to introduce the Project to members of the Hospital's Development team		
Friday	10/28/05	Meeting to discuss Hospital space needs for Project; Meeting with graphic designer to begin brochure production		
Monday	10/31/05	Project team meeting		
		NOVEMBER		
Wednesday	y 11/2/05	Meeting to discuss Hospital space needs for Project		
· · · · · · · · · · · · · · · · · · ·		Project team meeting; Hospital-wide "Town Hall" meeting with Drs. Gottlieb, Morton, and Murray introducing the Project to employees		
Friday	11/11/05	Telephone conference with "Third-Party Validators" regarding upcoming press conference.		
Monday	11/14/05	Project team meeting; Information booth at Hospital cafeteria		
•		National press conference to launch the Project and to roll out version 2.0 of the Surgeon General's Tool; Remarks by Drs. Collins, Gottlieb, Morton, and Mitchell		
Wednesday 11/16/05		Presentation to introduce the Project to the Hospital's Administrative Leaders Group		
Thursday	11/17/05	National Conference on Family History in Atlanta (M. Murray)		
Friday	riday 11/18/05 National Conference on Family History in Atlanta (M. Murray)			

11/21/05	Project team meeting; Organizational meeting for Project volunteers; Presentation to introduce the Project at New Employee Orientation; E-mail Blast Re: Family History Day to All Genetics Staff		
11/22/05	Project volunteers greet employees on their way into work and hand o information about the Project; Information booth at Hospital cafeteria; Public Affairs Department weekly email (i.e. "This Week at BWH") includes notice Project launch; Coverage in the weekly hospital newsletter (i.e. "BWH Bulletin"); Family Practice Grand Rounds at Cambridge Hospital on "Family History" (M. Murray); Web design meeting with graphic designer and web designer		
11/23/05	Hospital's Executives and Senior Staff (Drs. Gottlieb, Maas, Kucherlapati, and Morton) greet employees on their way into work and hand out information about the Project; Presentation to introduce the Project to Nursing Leadership; Information booth at Hospital cafeteria; Local live television news coverage ("Fox 25" interviews Dr. Murray).		
11/24/05	Thanksgiving Day $-2^{nd}$ Annual National Family History Day; Project team greet employees on their way into work and hand out information about the Project.		
11/28/05	Project team meeting; Presentation to introduce the Project at New Employee Orientation		
11/29/05	Presentation to introduce the Project to the Director of Interpreter Services		
11/30/05	Information booth at Hospital cafeteria; Dr. Morton's presentation BWH Cytogenetics Lab; Meeting with Thorn librarian to discuss P use of private computer room within library at designated times		
	<u>DECEMBER</u>		
12/01/05	Dr. Francis Collins, Project Team, and Hospital Administration addres BWH Employees in Hospital Auditorium		
12/02/05	Meetings to discuss incorporation of Family History into Hospital Electronic Medical Record (M. Murray and P. Zumpfe)		
12/05/05	Project team meeting; Presentation to introduce the Project at New Employee Orientation		
12/07/05	Presentation by Dr. Morton at Advisory Committee of the Office of Women's Careers		
12/09/05	HRSA conference call on Family History funding opportunities; Partners Healthcare conference call on Electronic Medical Record (i.e. LMR) updates including Family History demonstration.		
	11/22/05 11/23/05 11/24/05 11/28/05 11/29/05 11/30/05 12/01/05 12/07/05		

12/12/05	Project team meeting; Presentation to introduce the Project at New Employee Orientation	
12/13/05	Meeting with Hospital web developers	
12/14/05	Presentation to introduce the Project at BWH Medical Staff Meeting by Dr. Murray; Partners Healthcare Information Technologies Meeting regarding the incorporation of Family History information into the electronic medical record	
12/19/05	Project team meeting; Presentation to introduce the Project at New Employee Orientation; Information booth at Hospital cafeteria; Tabletop Project information signs in Hospital cafeteria	
12/20/05	Meeting with Hospital Development Representatives regarding ongoing Project funding strategies	
12/22/05	Information booth at Hospital cafeteria; Tabletop Project information signs in Hospital cafeteria	
12/28/05	Installation of English, Spanish, and French Voicemail Boxes and a new dedicated Project telephone line; Tabletop Project information signs in Hospital cafeteria	
	12/13/05 12/14/05 12/19/05 12/20/05	

#### **JANUARY**

Tuesday	01/03/06	Project team meeting; Presentation to introduce the Project at New Employee Orientation; Meeting with Nursing Diversity Fellow; Testing of computer hardware in Hospital Library	
Wednesday	01/04/06	Testing of computer hardware in Hospital Library	
Thursday	01/05/06	Data entry session for mailroom employees in Hospital Library	
Friday	01/06/06	Conference call with website developer	
Monday	01/09/06	Project team meeting; Presentation to introduce the Project at New Employee Orientation; Posters and information booth at "offsite location" (One Brigham Circle Building); HL7 Conference (P. Zumpfe)	
Tuesday	01/10/06	Data entry session for employees at One Brigham Circle; MyPHR Project Meeting; HL7 Conference (P. Zumpfe)	
Wednesday	01/11/06	HL7 Conference (P. Zumpfe), Staff Activities and Advisory Committee (SAAC) Meeting (K. Holbrook)	
Thursday	01/12/06	Data entry session for mailroom employees in Hospital library; Pictures for BWH Bulletin; HL7 Conference (P. Zumpfe);	

#### Conference call with web designer

Friday	01/13/06	Planning visit and presentation to introduce the Project to Practi Managers at "offsite location" (i.e., 850 Boylston St. Building); HL7 Conference (P. Zumpfe)	
Tuesday	01/17/06	Project team meeting; Presentation to introduce the Project at Ne Employee Orientation; Hospital space planning meeting	
Thursday	01/19/06	Project Staff training in Intranet site management (K. Holbrook)	
Monday	01/23/06	Project team meeting; Presentation to introduce the Project at New Employee Orientation; Walk-through of survey drop-off sites	
Thursday	01/26/06	Thorn Library – Picture for Harvard Gazette Article	
Monday	01/30/06	Telephone conference with Surgeon General; Meeting with HIS Manager to introduce Project	
Tuesday	01/31/06	Project team meeting; Presentation to introduce the Project at New Employee Orientation; Presentation to HIS employees	

#### **FEBRUARY**

Wednesday	02/01/06	Grand Rounds Presentation in OB – Dr. Morton		
Thursday	02/02/06	NCHPEG Conference – K. Holbrook		
Friday	02/03/06	NCHPEG Conference – K. Holbrook; HL7 teleconference – P. Zumpfe		
Monday	02/06/06	Data entry session for patient care employees in Cabot Atrium in conjunction with Occupational Health Quarterly Tuberculosis Screening Program		
Tuesday	02/0706	Data entry session for patient care employees in Cabot Atrium in conjunction with Occupational Health Quarterly Tuberculosis Screening Program; HL7 teleconference –P. Zumpfe		
Wednesday	02/08/06	Data entry session for patient care employees in Cabot Atrium in conjunction with Occupational Health Quarterly Tuberculosis Screening program; SAAC meeting (K. Holbrook)		
Thursday	02/09/06	Data entry session for patient care employees in Cabot Atrium in conjunction with Occupational Health Quarterly Tuberculosis Screening program; Project article and picture in Harvard University Gazette; Teleconference with web design team; HL7 teleconference – P. Zumpfe		

Friday	02/10/06	Data entry session for patient care employees in Cabot Atrium in conjunction with Occupational Health Quarterly Tuberculosis Screening program; Data entry session for Practice managers at offsite location (850 Boylston St)	
Monday	02/13/06	Project team meeting; Presentation to introduce the Project at New Employee Orientation	
Wednesday	02/15/06	Meeting to organize efforts of college volunteers; Conference call with Co-director of Research and Professional Development at Brandeis University to introduce Project as potential thesis for genetic counseling graduate student	
Friday	02/17/06	Meeting with J. Ashby re: Springtime Photo Gallery – K. Holbrook & M Murray	
Tuesday	02/21/06	Project team meeting; Presentation to introduce the Project at New Employee Orientation; Report to Dr. Gottlieb	
Wednesday	02/22/06	Meeting with college student volunteers; Information booth at Hospital cafeteria	
Monday	02/27/06	Project team meeting; Presentation to introduce the Project at New Employee Orientation; Presentation to introduce the Project to Environmental Services.	

### Appendix 2B. Monthly Project Focus

The FHP staff developed a targeted plan for project focus and outreach goals during each month. This document was also distributed and discussed each week at FHP team meetings. Attention was given to ways in which to tie the FHP to holidays, observances, and special hospital events occurring in a given month.

# **BWH Family History Project 2006 Monthly Themes and Outreach Focus**

**2005** September/October Pre-launch Preparation

November/December Project Launch – Hospital Wide Events

and Electronic Communication

**2006** January/February **Topic/Theme:** BWH Family beyond Francis St

Outreach Focus: Off-Site Employees

March **Topic/Theme:** Initial Participant Survey

Outreach Focus: Nursing & Physicians

April **Topic/Theme:** Your "Family Portraits"

**Event:** Photo Gallery – BWH Employee Family's **Outreach Focus:** Dietary & Environmental

Services, Transport services

May **Topic/Theme:** Initial Practice Survey

My Mother/My Daughter

**Event:** Mother's Day

Outreach Focus: Administration, Women's Health

June **Topic/Theme:** My Father/My Son

Event: Father's Day

Outreach Focus: HR, Clinical labs, Pharmacy

July **Topic/Theme:** Cosmopolitan BWH

**Event:** Celebrate America's 130<sup>th</sup> birthday **Outreach Focus:** International Employees,

Interpreter services, & Researchers

August **Topic/Theme:** Tell Kids their Story

**Event:** Storytellers Day

Outreach Focus: Employees with children

September Topic/Theme: My Grandparents/My Grandchild

**Event:** Grandparents Day

Outreach Focus: Information Services,

Engineering

October Follow-up Practice Survey

**Final Participant Survey** 

November BWH "We are Family" Group Picture

**Family History Day** 

# Appendix 3B. Springtime Family Photo Gallery – Event

In Spring 2006, all employees were invited via electronic communication and personally by project staff and volunteers to submit photographs of their families to the BWH FHP for the "Brigham and Women's Hospital Family History Project Springtime Family Photo Gallery". Employees could share photographs of their families to the BWH FHP, with "family" deliberately broadly defined. Photographs were submitted in one of two ways: electronically to the project email address, or delivered to "Photo Drop-Off" sites around the hospital and off-site locations. Every photo entry required a submission form with the employee's contact information. Hard copies of photographs received were electronically scanned, and the actual photographs were returned to the employees. Photographs submitted to the Springtime Photo Gallery were affixed to large, white wooden boards and arranged in the hospital's main lobby for employees and visitors to browse 24 hours per day over a two week period.

- [1] Photo Submission Form
- [2] Photos



# THE FAMILY HISTORY PROJECT SPRINGTIME FAMILY PHOTO GALLERY

WILL BE DISPLAYED IN THE
BWH 75 FRANCIS ST. LOBBY APRIL 24 – 28

# DISPLAY YOUR PHOTO(S)

POPULAR THEMES OF PHOTOS FOR THE GALLERY INCLUDE: FAMILIES (INCLUDING PETS), BABY PICTURES OF YOU, CHILDREN, GRANDCHILDREN, FAMILY REUNIONS, CELEBRATION OF FAMILY HERITAGE, WEDDING/ENGAGEMENT, PHOTOS WITH FELLOW BWHers, etc.

ALL PARTICIPANTS WILL BE ELIGIBLE FOR A RAFFLE TO GIVE AWAY

AU BON PAIN GIFT CERTIFICATES

SEE OTHER SIDE FOR ENTRY FORM & INSTRUCTIONS



#### Thanks for submitting a photo for BWH Family Photo Gallery

#### PLEASE COMPLETE THIS FORM AND FOLLOW INSTRUCTIONS BELOW

Name:		
Department:		Phone #:
Email:		
Interoffice Mail Address:		
# of Photos Submitted	Description:	
	181	ICTRUCTIONS

#### INSTRUCTIONS

There are three ways to get us your photo:

- [1] Email photo as an attachment to: <a href="mailto:familyhistoryproject@partners.org">familyhistoryproject@partners.org</a>
- [2] Interoffice mail to: Family History Project, Division of Genetics, NRB Room 455E
- [3] Drop off: Family Photo Gallery Deposit Box (in 75 Francis Street Lobby April 10<sup>th</sup> till April 20<sup>th</sup>)

# PRINTS WILL BE RETURNED TO YOU AND WE WILL EMAIL YOU AN ELECTRONIC COPY OF YOUR PHOTO

(Please print your name and phone # on the back of each photo)

Photo Mailing & Drop-Off Deadline is 4/20/06 (please place photo in an interoffice mail envelope with this form)

Electronic Photo Submission Deadline is 4/24/06 (please email to <a href="mailto:familyhistoryproject@partners.org">familyhistoryproject@partners.org</a> with this form)

# 3B2. Springtime Family Photo Gallery Photos





### 3B2. Springtime Family Photo Gallery Photos





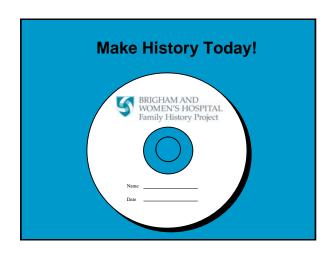
#### Appendix 4B. Take Our Children to Work Day – Event

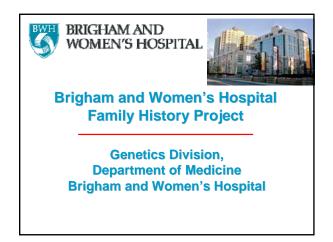
RADM Kenneth Moritsugu, MD, MPH, then Deputy Surgeon General of the United States, visited BWH on "Take Our Children to Work Day" and delivered a talk to employees and their children about the importance of knowing and recording one's family history. The children had the opportunity to ask Dr. Moritsugu questions and to participate in a group photograph with the Deputy Surgeon General.

- [1] Informational PowerPoint Presentation
- [2] Photographs of visit to BWH from RADM Kenneth Moritsugu, MD, MPH, during BWH's "Take Our Children to Work Day"
- [3] Audio file Martha Bebinger, journalist for Boston's NPR affiliate, *WBUR*, interviewing BWH employees during the Springtime Photo Gallery [aired on *WBUR* June 12, 2006].

http://genetics.bwh.harvard.edu/genetalk/audio/me\_0612\_1.rm

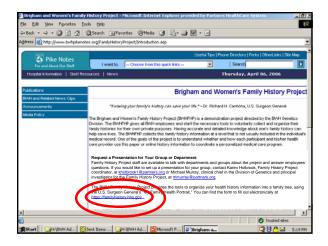
#### 4B1. Informational PowerPoint Presentation



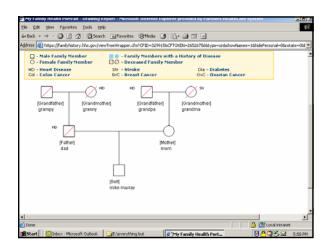


"Knowing your family's history can save your life"

Dr. Richard H. Carmona, U.S. Surgeon General







#### 4B1. Informational PowerPoint Presentation



# IF I DON'T HAVE COMPUTER ACCESS, CAN I STILL PARTICIPATE?

- For individuals who are unfamiliar with or do not have a computer, Project staff will be available for assistance.
- A paper tool is also available.

#### **BWH FAMILY HISTORY PROJECT**

# CAN I COMPLETE "MY FAMILY HEALTH PORTRAIT" DURING WORK HOURS?

 Yes, your supervisors have been encouraged to provide you with 10-20 minutes to enter your family history data.
 However, you must arrange for this time in advance with your supervisor.

#### **DATA ENTRY SESSIONS**



**BWH Mailroom Staff** 

# CONTACT THE BWH FAMILY HISTORY PROJECT STAFF

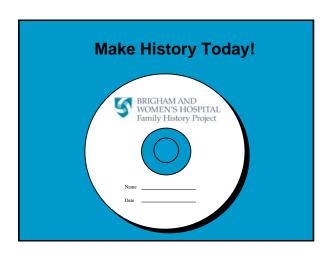
- phone (617-525-4777) or
- email (familyhistoryproject@partners.org).

#### **PARTICIPATION SURVEYS**

#### What we hope to learn:

- How to make it more user friendly
- How to make it more useful for patients
- How to make is more useful for health care providers

## 4B1. Informational PowerPoint Presentation



4B2. Photographs of Visit to BWH from RADM Kenneth Moritsugu, MD. MPH



# TODAY AT 2:30PM IN THE BORNSTEIN AMPHITHEATER



# Dr. Kenneth Moritsugu

The Deputy Surgeon General of the United States

WILL SPEAK WITH BWH EMPLOYEES
ABOUT THE

US SURGEON GENERAL'S
FAMILY HISTORY INITIATIVE
and the
BWH FAMILY HISTORY PROJECT

4B2. Photographs of Visit to BWH from RADM Kenneth Moritsugu, MD, MPH





4B2. Photographs of Visit to BWH from RADM Kenneth Moritsugu, MD, MPH



#### Interactive Center Launched on May 19, 2006

Launch of the Brigham and Women's Hospital Family History Project's Interactive Center, where BWH employees can be guided through "My Family Health Portrait" or enter their family health history information with FHP staff assistance.





....put your name in here...just like that....this is about your health, are you a pretty healthy person?

**Narrator:** It's family day here at the Brigham and Women's Hospital and Chantal Kelly, a genetic counselor is helping 11-year old Gabriela Juliano create an electronic family medical history.

**Gabriela**: [filling in the medical history form] No, no., I don't have diabetes.

**Chantal:** [Assisting with remaining family history] and you don't have...you said, no asthma, no allergies, nothing else?

Gabriela: No, not that we know of.

Chantal: Excellent

**Narrator:** Gabriela checks no for six common chronic, sometimes preventable, diseases-stroke, heart disease, diabetes and three types of cancer. Gabriela clicks opens a page with the same questions for each family member building a medical family tree.

**Gabriela**: My mom's name is Catherine....she's like-allergic to dogs.

**Chantal**: Does she have asthma? Okay, that's important to know.

**Narrator**: Gabriela glances back at her father, Robert Juliano, a cardiologist at the Brigham for a few answers. She rolls her eyes when dad suggests that her brother Dante's obsession with hockey is a medical condition. Gabriela remembers, without help, that one grandmother has diabetes and that her grandfather has heart disease.

**Chantal:** And this is for your grandmother on your mom's side?

**Narrator:** But many of the Brigham employees working on their electronic medical histories say that they grew up with little or no information about the genes they inherited. Ann Haley, the manager of office services is also the daughter of a doctor.

**Ann Haley:** We have everything in our family; we've got addictions, we've got melanoma, diabetes. You know, big things that you would want your doctor to know about and it's funny because growing up in a medical family you would think that we would be aware of all of this and we weren't.

Narrator: Haley says that not knowing has taken a toll on her family

**Ann Haley**: Every single relative practically that I have has diabetes type 2 and why didn't we think that we were all going to get it and make sure that we could prevent it by losing weight-we all waited till it was too late and then we all got it.

**Narrator:** The U.S. surgeon general says a complete family medical history can be as important to good health as high tech testing and other procedures. Dr. Michael Murray heads the family history project at Brigham and Women's.

**Dr. Murray:** In 2006 there may only be 3 or 4 diseases that we can really take a family history and say these families need to be tested for these genes but I think that in 2010 that number will be much larger and in 2015 it will be larger still.

**Narrator:** The program designed by the Surgeon General only asks about six diseases but leaves space to add information about any other medical conditions in the family. Murray who is also the clinical chief of genetics at Brigham and Women's says it makes sense to look for patterns in health problems that might be adopted as well as inherited, mental illness, addictions, obesity or lung diseases.

**Dr. Murray:** the value of the tool goes beyond just the genetics. We know that diseases run in families not only because of shared genes but also because of shared environmental factors.

**Narrator:** The project started last fall. Murray says that he doesn't yet know how many of the Brigham's 12,000 employees are participating.

**Narrator:** Some can't. Chris DeGraw Dana is the director of volunteer and community services.

**DeGraw Dana:** I was adopted in the sixties and they did not have any legislation in place where I as the birth child would be able to find my birth parents. It's a closed record adoption. I know how tall they are and what color their eyes and hair were but that's about it.

**Narrator:** DeGraw Dana has volunteered to help other Brigham employees who are frustrated because they are estranged from their family or have lost family members with key medical information. She says people have to accept that and focus on their own health. The biggest obstacle for some employees at the Brigham has been gathering accurate information. In one case there was a fight over a holiday dinner about how a relative died and Phillistine Ongondo says it took more than a dozen conversations with family members before she got what she thinks is a complete medical history.

**Ongondo**: What I did was I said is you want your children to be safe.....you use the children factor sometimes, you have to kind of coax them along there is always some resistence-you have to go after them one at a time until I got them to do it.

**Narrator:** Ongondo who works in the department of physician services discovered what her grandmother had described as stomach problems was really colon cancer, what another relative called, sugar, was diabetes, but that was overshadowed by asthma but that was also ignored until it led to an infection In Ongondo's family there is also hypertension and high cholesterol that no one wants to talk about.

**Ongondo**: I think it's fear. If you don't talk about it - maybe it will go away. And I think a lot of families do that but in the minority family they just don't want to burden their children a lot of times, with these problems. So....these are all things that we are finding out now and it's interesting, a little scary but also I feel empowered now because now I can pass this to my children and my children will have a better chance...a better chance of surviving.

**Narrator:** Ongondo says she is confident that her medical history will be secure. But some employees are hesitant to take part because they are worried about the privacy of the record. It is created on a secured website that can be accessed only by that participant who can then copy it to paper or a CD. Organizers say that participants must be cautious about sharing the information with anyone but family members and physicans.

Narrator: For WBUR, I'm Martha Biebinger.

# Appendix 5B. BWH 2006 "Street Beat" Event – Photograph of T-shirt and Logo

The BWH Staff Activities and Advisory Committee (SAAC) sponsors an annual outdoor BWH summer event entitled "Street Beat", which highlights the diversity of the BWH workforce by showcasing ethnic cuisines and performers from various cultures throughout the world. Each year, Street Beat has a different theme and creates a promotional logo to advertise the event. The theme for the 2006 Street Beat event was "Strong Roots, Many Branches", and the logo was a large tree: a natural representation of the family "tree" created when one uses "My Family Health Portrait".





### Appendix 6B. BWH FHP's "Ice Cream Social" Event – Photograph of "Celebrity Scooper"

To further boost participation during the Fall survey period and to thank employees for their participation, the BWH FHP offered an incentive to employees who returned a completed survey. Project staff decided to host an "Ice Cream Social" event within the hospital cafeteria for all BWH employees. Employees were invited to make their own sundaes during one of two ice cream social sessions. Given the fact that the hospital is a 24 hour a day workplace, socials were scheduled at 3pm-5pm and 10pm-12am. Admission into either session required that the employees had a completed BWH FHP Fall survey (see Appendix 3C). Project staff and volunteers were available during both sessions to distribute blank surveys, collect completed surveys, and to scoop ice cream for participating employees. Several of BWH's Executive Management Group, including hospital Associate Chief Medical Officer Dr. Robert Goldszer, rolled up their sleeves along with our volunteer staff to help scoop ice cream for the approximately 1000 employees who participated across the two sessions.



### Appendix 7B. Photograph of BWH T-shirt Awarded for Project Participation

All participants were offered the BWH FHP commemorative T-shirt pictured here. T-shirt distribution occurred in November 2006 as part of the final outreach campaign for participation.





# Appendix 8B. Family History Day Ceremony – Photograph of BWH FHP Participants in Hospital Lobby

Family History Day 2006 was celebrated in late November. Some of our estimated 3500 participants gathered on that day to receive their t-shirt and pose for this photo with Dr. Gary Gottlieb, the hospital president.

