

HEALTHBEAT

Large grant for Baptist

Wake Forest Baptist Medical Center has received an \$18 million, five-year grant from the National Cancer Institute's Community Oncology Research Program (NCORP) to design and conduct community-based, multi-center screening, prevention and control cancer clinical trials.

Wake Forest Baptist is one of seven funded NCORP Research Bases in the country and one of only two cancer centers to receive this designation.

"The NCORP grant process was very competitive and reflects on our long track record and the success of the previous NCI-funded program at Wake Forest Baptist that was directed by Dr. Ed Shaw for 13 years," said Dr. Edward Abraham, dean of Wake Forest School of Medicine.

The NCORP grant funds the infrastructure needed to develop and run clinical trials, which will then be open to a network of community sites.

Specifically, the Wake Forest Baptist team will focus on three key areas: cardiovascular complications of cancer therapy, including early diagnosis, intervention and prevention strategies; neurocognitive complications of cancer therapy, such as memory loss and dementia; and traditional cancer and treatment-related symptoms and toxicities – loss of appetite, taste changes, muscle loss – experienced from diagnosis through long-term survivorship.



Abraham

New Hospice CEO

The Board of Directors of Hospice & Palliative CareCenter has named Linda Darden chief executive officer, effective immediately.

"The Hospice & Palliative CareCenter governing board is pleased to have a talented, experienced and skilled hospice leader to serve in the CEO role," said Board Chair Margaret Ann Hoffer. "Linda has a passion for our mission of end of life care, a respect for the clinical excellence of the interdisciplinary care team, plus the right experience, skill set and understanding of the challenges and trends facing healthcare."

Darden, who has nearly 30 years of experience, has served as interim CEO for the past six months. Since 2013, she has been senior vice president of operations. In that role, she provided senior leadership of clinical operations including home care teams, the Kate B. Reynolds inpatient facility in Winston-Salem, Glenn A. Kiser Hospice Home in Salisbury, specialty services including on-call, triage and continuous care services. She was also responsible for corporate compliance and quality assurance, infection control, health information management and clinical education.

Darden brings a strong healthcare financial background to the CEO role including 18 years working in a number of financial management capacities at NC Baptist Hospital, a part of Wake Forest Baptist Health. She has a Masters in Health Administration degree and maintains her CPA license.

Chefs for babies

The Greater Triad Division of the March of Dimes has announced that the Greensboro Signature Chefs Auction will take place on Thursday, Oct. 2 at the Empire Room in downtown Greensboro. Chef Chris Russell of B. Christopher's will serve as the event's lead chef.

Approximately 12 area chefs, along with their respective restaurants and catering companies, will provide guests with a delectable variety of dishes to sample. Guests will be able to vote and select the best dishes and ultimately their favorite chef. The event also features premiere dining packages for auction provided by the participating restaurants and caterers. Vacation packages, concert tickets and more will also be auctioned.

"Having been a part of this wonderful event for more than eight years I am truly honored to be this year's Lead Chef," stated Chef Russell.

Every year, more than half a million babies are born prematurely, and more than 120,000 babies are born with serious birth defects. With the support of volunteers and corporate partners, the March of Dimes has been able to reduce the rate of premature birth. However, there are still too many babies born too soon or sick.

For information on sponsorship opportunities or tickets, contact March of Dimes Community Director Jonathon Garrett at 336-231-3766 or jwgarrett@marchofdimes.org.



Russell



RMH seeks support as birthday gift

SPECIAL TO THE CHRONICLE

Winston-Salem's Ronald McDonald House is 30-years-old and is marking the milestone by asking the community to support its mission.

Located on Hawthorne Road, the House has provided "a home away from home" for families with a child receiving medical treatment at area hospitals since 1984. Initially, the House was equipped with ten rooms but in order to serve the needs of more families, it has grown to 35 rooms. The largest expansion was completed in 2010 and enables the organization to serve more than 1,000 families every year. The House has served more than 10,000 families since it opened. It remains the only organization in Winston-Salem dedicated solely to providing housing to families of

sick children.

"We never knew we needed a Ronald McDonald House until we had one. Now we can't imagine life without it," said Dr. Steven M. Block, a former board member.

The Ronald McDonald House has launched "30 Ways to Celebrate 30," a campaign that suggests ways to support the House like holding a Wish List drive, sponsoring a family and visiting the House.

Also, several local businesses are donating proceeds from sales throughout September to the House. They include the Village Tavern, Kilwins, Gigi's Cupcakes and Brynn's Frozen Yogurt.

For more information, go to www.rmhs.org, @RMHWinstonSalem on Twitter or [Facebook.com/RMHWinstonSalem](https://www.facebook.com/RMHWinstonSalem).

WSFD hosting safety and feedback meetings

SPECIAL TO THE CHRONICLE

The Winston-Salem Fire Department will hold a series of "Fire Talks" during September and October to promote fire safety and solicit feedback from citizens on how the department can better serve the community.

Fire Talks will be held at 11 a.m.:

- Friday, Sept. 13 at Fire Station 7, 100 Arbor Road;
- Saturday, Sept. 20 at Fire Station 11, 2745 Waughtown St.;
- Saturday, Sept. 27 at Fire Station 9, 4685 Ogburn Ave.; and
- Saturday, Oct. 4 at Fire Station 2, 405 Somerset Drive.

At the Fire Talks, fire administrators will set up displays and make a presentation about services the Fire Department provides, followed by a question and answer period. Attendees will have the opportunity to participate in a survey on fire services. The survey will also be posted on CityofWSFire.org for citizens who cannot attend a Fire Talk, said Fire Chief Anthony Farmer.



City of WS Photo

Winston-Salem Fire Chief Anthony Farmer.

"We all share the same goal," Farmer said, "which is to make our homes and workplaces safer. I encourage all citizens to attend one of our Fire Talks so that we can hear about your needs and expectations. Together we can make Winston-Salem the safest possible community."

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City campaign touts safe biking, driving

SPECIAL TO THE CHRONICLE

The Winston-Salem Bicycle & Pedestrian Program is running an advertising campaign to encourage drivers and bicyclists to watch out for each other when they are sharing the road.

The campaign's aim is to reduce the number of accidents involving bikes and motor vehicles, says Matthew Burczyk, the city's bicycle and pedestrian coordinator.

"Every year there are anywhere from 25 to 35 vehicle accidents involving bikes," Burczyk said. "That works out to two or three a month."

Some accidents involve serious injuries, such as an accident July 31 when a bicyclist on Country Club Road was hit by a car turning left.



The campaign includes a television advertisement with tips for how bikes and vehicles can share the road safely that is playing on WXII, WSTV 13 and the city's YouTube channel. Targeted digital ads on Facebook, YouTube and Google remind drivers and bicyclists to watch

out for each other and link to the television advertisement on YouTube. The campaign costs \$8,500 and is paid for through a federal transportation planning grant. It complements existing education efforts that include brochures, information on the city's website and public service announcements on WSTV 13. Also, the Winston-Salem area Safe Routes to School program offers a Bike Smarts program that teaches students about rules of the road and safe bicycling.

For more information about the Bicycle-Pedestrian program and safety tips for safe cycling, go to DOT.CityofWS.org.

Doctors leading Heart and Stroke Walk

SPECIAL TO THE CHRONICLE

Two Wake Forest Baptist Medical Center physicians are leading the charge to raise \$550,000 for the American Heart Association's 2014 Tanglewood Heart and Stroke Walk.

Dr. James Hoekstra, chair of the Department of Emergency Medicine at Wake Forest Baptist, will be joining Dr. Chadwick Miller, executive vice chair of the Department of

Emergency Medicine at Wake Forest Baptist, as Co-Chairmen for this year's walk, raising vital funds for heart disease and stroke research and prevention education.



Hoekstra



Miller

For every one dollar raised through the American Heart Association's fundraising events in North Carolina, \$1.27 comes back to N.C. in AHA-funded research awards. Currently, five AHA-funded heart disease and stroke research projects, totaling nearly \$850,000, are currently underway at Wake Forest University School of Medicine.

"Heart disease and stroke affect many of our friends and family members. Research and education on heart disease and stroke has resulted in significant breakthroughs in the prevention and treatment of these disorders," shares Dr. Hoekstra.

"What excites me about the Heart Walk is thinking about the tremendous positive effect we can have on our community. Exercise, healthy eating, and heart research – that's powerful," says Dr. Miller.

The 2014 Tanglewood Heart and Stroke Walk is scheduled for Saturday, Oct. 18 at Tanglewood Park.

Wake Forest Baptist Health is the local My Heart. My Life. Sponsor for the Tanglewood Heart and Stroke Walk.

To become involved, visit www.tanglewoodheartwalk.org or contact sharon.sturkie@heart.org.

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